INTRODUCTION TO HOSPITALITY MANAGEMENT

BAOU
Education
for All

DR. BABASAHEB AMBEDKAR OPEN UNIVERSITY
AHMEDABAD

ROLE OF SELF INSTRUCTIONAL MATERIAL IN DISTANCE LEARNING

The need to plan effective instruction is imperative for a successful distance teaching repertoire. This is due to the fact that the instructional designer, the tutor, the author (s) and the student are often separated by distance and may never meet in person. This is an increasingly common scenario in distance education instruction. As much as possible, teaching by distance should stimulate the student's intellectual involvement and contain all the necessary learning instructional activities that are capable of guiding the student through the course objectives. Therefore, the course / self-instructional material are completely equipped with everything that the syllabus prescribes.

To ensure effective instruction, a number of instructional design ideas are used and these help students to acquire knowledge, intellectual skills, motor skills and necessary attitudinal changes. In this respect, students' assessment and course evaluation are incorporated in the text.

The nature of instructional activities used in distance education self- instructional materials depends on the domain of learning that they reinforce in the text, that is, the cognitive, psychomotor and affective. These are further interpreted in the acquisition of knowledge, intellectual skills and motor skills. Students may be encouraged to gain, apply and communicate (orally or in writing) the knowledge acquired. Intellectual- skills objectives may be met by designing instructions that make use of students' prior knowledge and experiences in the discourse as the foundation on which newly acquired knowledge is built.

The provision of exercises in the form of assignments, projects and tutorial feedback is necessary. Instructional activities that teach motor skills need to be graphically demonstrated and the correct practices provided during tutorials. Instructional activities for inculcating change in attitude and behavior should create interest and demonstrate need and benefits gained by adopting the required change. Information on the adoption and procedures for practice of new attitudes may then be introduced.

Teaching and learning at a distance eliminates interactive communication cues, such as pauses, intonation and gestures, associated with the face-to-face method of teaching. This is

particularly so with the exclusive use of print media. Instructional activities built into the instructional repertoire provide this missing interaction between the student and the teacher. Therefore, the use of instructional activities to affect better distance teaching is not optional, but mandatory.

Our team of successful writers and authors has tried to reduce this.

Divide and to bring this Self Instructional Material as the best teaching and communication tool. Instructional activities are varied in order to assess the different facets of the domains of learning.

Distance education teaching repertoire involves extensive use of self- instructional materials, be they print or otherwise. These materials are designed to achieve certain pre-determined learning outcomes, namely goals and objectives that are contained in an instructional plan. Since the teaching process is affected over a distance, there is need to ensure that students actively participate in their learning by performing specific tasks that help them to understand the relevant concepts. Therefore, a set of exercises is built into the teaching repertoire in order to link what students and tutors do in the framework of the course outline. These could be in the form of students' assignments, a research project or a science practical exercise. Examples of instructional activities in distance education are too numerous to list. Instructional activities, when used in this context, help to motivate students, guide and measure students' performance (continuous assessment)

PREFACE

We have put in lots of hard work to make this book as user-friendly as possible, but we have not sacrificed quality. Experts were involved in preparing the materials. However, concepts are explained in easy language for you. We have included many tables and examples for easy understanding.

We sincerely hope this book will help you in every way you expect. All the best for your studies from our team!

INTRODUCTION TO HOSPITALITY MANAGEMENT

Contents

Dr. Babasaheb Ambedkar   **BBAATR-101**
Open University Ahmedabad

Introduction to Hospitality Management

BLOCK 1 : INTRODUCTION TO HOSPITALITY AND TOURISM

UNIT 1   HOTEL INDUSTRY

UNIT 2   INTRODUCTION TO TOURISM INDUSTRY

UNIT 3   THE TOURISM SECTOR

INTRODUCTION TO HOSPITALITY AND TOURISM

Block Introduction :

The hospitality industry consists of broad category of fields within the service industry that includes lodging, restaurants, event planning, theme parks, transportation, cruise line, and additional fields within the tourism industry. The hospitality industry is a several billion–dollar industry that mostly depends on the availability of leisure time and disposable income. A hospitality unit such as a restaurant, hotel or even an amusement park consists of multiple groups such as facility maintenance, direct operations (servers, housekeepers, porters, kitchen workers, bartenders, etc.), management, marketing and human resources.

The hospitality industry covers a wide range of organizations offering food service and accommodation. The industry is divided into sectors according to the skill–sets required for the work involved. Sectors include accommodation, food and beverage, meeting and events, gaming, entertainment and recreation, tourism services, and visitor information

Tourism is travel for recreational, leisure or business purposes. The World Tourism Organization defines tourists as people "travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes".

Tourism and Hotels are two sides of one coin, it is very important for the person who wants study Hotel management or Tourism to have the knowledge of the both the area. This block introduces you to Hotel and Tourism Industry.

Block Objectives :

After learning this block, you will be able to understand :

- Various categories of hotels in world
- Various hotel chains in India
- History of Travel & Tourism
- History of transportation
- Types of tourism and tourists
- Tourism sectors
- World tourism statistics

Block Structure :

Unit 1   :   Hotel Industry

Unit 2   :   Introduction to Tourism Industry

Unit 3   :   The Tourism Sector

UNIT 01 — *The Hotel Industry*

UNIT STRUCTURE

1.0 LEARNING OBJECTIVES :

After working through this unit, you should be able to :

• Outline the history of the hotel industry

• Point out the growth and development of hotel industry

• Distinguish between the various types of hotels

• Discuss the World record–setting hotels

• Explain the hotels grading system

• Identify the hotel chains in India

1.1 INTRODUCTION :

A definition of the hotel as a business entity was presented by hotel operators during the consideration of the hotel business to authorities of the National Recovery Administration, in Washington in 1933. This definition, as formulated by Stuart McNamara was as follows :

Hotels provide accommodation, meals and refreshments for irregular periods for those who may reserve their accommodation either in advance or on the premises. In broad terms, hotels provide facilities to meet the needs of the modern traveller. The dictionaries define hotel in several ways : 'a place which supplies board and lodging', 'a place for the entertainment of the travellers', 'large city house of distinction', and 'a public building'.)

The common law states that a hotel is "a place where all who conduct themselves properly, and who, being able and ready to pay for their entertainment, are received,

Hotel industry is the part of service industry, by& large hotel industry can be broadly responsible to provide food & shelter. The establishments, which offer only accommodation, are called as lodge & the properties serve food only are called as restaurants. In Australia and Canada, hotel may also refer to a pub or bar. In India, the word may also refer to a restaurant since the best restaurants were always situated next to a good hotel.

A hotel is an establishment that provides paid lodging, usually on a short–term basis. The provision of basic accommodation, in times past, consisting only of a room with a bed, a cupboard, a small table and a washstand has largely been replaced by rooms with modern facilities, including en–suite bathrooms and air conditioning or climate control. Additional common features found in hotel rooms are a telephone, an alarm clock, a television, and Internet connectivity; snack foods and drinks may be supplied in a mini–bar, and facilities for making hot drinks. Larger hotels may provide a number of additional guest facilities such as a restaurant, a swimming pool or childcare, and have conference and social function services.

As being part of service industry, hotel industry has many characteristically differences between itself & other industries. Hotel businesses are open 365 days a year and twenty–four hours a day. No, we do not have to work all of them but we do tend to work longer hours than some other industries. Those on their way to senior positions in the hospitality industry and many others, for that matter, often work ten to twelve hours per day. Evenings and weekends are included in the workweek–so we have to accept that we may be working when others are enjoying free time. The hospitality industry depends heavily on shift work. Early

in your career, depending on the department, you would be likely to work one of four shifts. Supervisors and managers often begin at 8 A.M. and work until 6 or 8 P.M., there are four shifts, beginning with the morning shift, so you may be getting up as early as 6 A.M. to get to the shift starting at 7 A.M. The mid–shift is normally from 10 A.M. to 7 P.M.; the evening shift starts at 3 P.M. and goes on until 11 :30 P.M.; and finally there is the graveyard shift, which begins at 11 P.M. and lasts until 7 :30 A.M. well, success does not come easily.

1.2   HISTORY OF THE HOTEL INDUSTRY :

The hospitality industry is the oldest commercial activities in the world, catering to all needs of travelling industry. The origin & development of hospitality industry is a result of tourism industry. When a person is away from his home, he needs accommodation, which cannot be carried along with. The primitive lodging houses or inns used to cater to the needs of the traveller. Throughout the world, such establishments were known by different names like Ryokans in Japan, Coffee Houses in USA & Dharmashala/Sarai in India.

Fig. 1.1 : Ryokans in Japan

The word hotel is derived from the French word hotel (coming from hôte meaning host), which referred to a French version of a townhouse or any other building, rather than a place offering accommodation .a hotel is an establishment that provides paid accommodation & meals on a short–term basis. According to the British laws, a hotel is a place where a "bonafied" traveller can receive food and shelter provided he is in a position to pay for it and is in a fit condition to receive. The invention of currency & wheel are the two main factors that led to the emergence of hospitality activity as a commercial activity. From the modest ancient inns to present day hotel properties that provide all possible luxuries to the guest, the hotel industry has come a long way. The evolution of hospitality industry can be divided into 3 groups as :

Ancient Era : Earlier hotels or inns (as they were called as) used to provide the provision of basic accommodation, consisting only of a room with a bed, a cupboard, a small table and a washstand were run by the husband and wife team for the travellers. They also provided modest wholesome food and thirst quenchers like wines, alcohols, etc the basic purpose of travelling was limited to religion or survival. In olden days, people used to travel on horses & therefore there was a stable provided by the host for the horses. The entertainment and recreation was provided by the host's wife or his children. This condition prevailed for several hundred years until the industrial revolution of England, which changed the purpose of travel to become business, related which was earlier mainly religious, or educational.

Grand Tour : French revolution witnessed the golden age of travel .In 1670; Richard Lassel introduced the term Grand Tour in his book named as Voyage to Italy. The tourists of the grand tour were the young wealthy tourists who could afford the multiple years abroad. The Grand Tourists were mainly

interested in visiting culturally important cities – Paris (France), Rome, and Venice (both in Italy) were the important destinations. Florence and Naples (both in Italy) were also popular destinations. The Grand Tourist would travel from city to city and usually spend weeks in smaller cities and up to several months in the three key cities. Paris was definitely the most popular city as French was the most common second language of the British elite, the roads to Paris were excellent and Paris was a most impressive city to the English.

As the goal of the Grand Tour was educational, upon their return to England, Tourists were supposedly ready to being the responsibilities of an aristocrat. As this tour often lasted for several years, it was a good business opportunity for the hotels in the above–mentioned cities.

Fig. 1.2 : Francis Basset, The Grand Tourist

1.3 GROWTH OF HOTEL INDUSTRY :

A country, which provides adequate accommodation facilities as per the requirements of the tourist markets, fulfils one of the basic conditions of tourism development. Tourism is largely dependent on the range and type of accommodation available at the destination. Accommodation is a core area of the tourist industry and plays a distinctive role in the development of this ever– expanding industry.

Modern Era : The industrial revolution changed face of travel from travel for religious or health reasons to pleasure and holiday travel. Hence, there was a need for quick, luxurious and clean service. By 1800 AD, the U.S.A. was the leading in the development of modern first class hotels where as European hotel operated only luxury establishments to cater only to aristocrats. The American hotels were for anyone who could pay nominal rates. This factor had a great effect on hotel industry. In 1794, City hotel building was erected in New York It is interesting to note that this was New York's' first skyscraper. At the beginning at the 20th century, the hotel industry was confronted with the challenge of serving new generation.

Throughout the nineteenth century, several luxurious hotels were built like The Palace in San Francisco (800 rooms), Sultan hotel in Jakarta (1104 rooms) & Grand Sierra Resort in Nevada (1995 rooms) & many more.

Characteristic of the Hospitality Industry

• **Intangibility :** The products of hospitality cannot be touched or seen but are experienced

• **Heterogeneity :** Standardization of hospitality products is difficult

• **Perishability :** As the demands keep on changing, perishability (very low shelf life) is the crucial thing.

❑ **Check Your Progress – 1 :**

1. Historically inns and lodging houses in Japan is known as :

   (A) Dharmashala   (B) Ryokans

2. Which was the first hotel which was erected for the sole purpose of hotel :

   (A) City Hotel   (B) The Palace

1.4 TYPES OF HOTELS :

Hotels are classified on several categories, to help the prospective guest in identifying the right type of hotel according to his standard and requirement. We have divided them into following categories–

Hotel

A	B	C	D	E	F
Categorisation as per star system	Location	Size	Type y Client	Length up stay	Ownership
1. One Star	1. Airport Hotel	1. Small	1. Group Hotel	1. Transet Hotel	1. Proprietary ownership
2. Two Star	2. Motel	2. Medium	2. Commercial Hotel	2. Residential/ Apartment Hotel	2. Time share
3. Three Star	3. Resort	3. Large	3. Family Hotel	3. Semi residential	3. Management contract
4. Four Star	4. Downtown Hotel	4. Very Large	4. Convention conference Hotel		4. Franchise
5. Five Star	5. Suburban Hotel				
	6. Floatel				

Fig. 1.3 : Classification of Hotel

1.5 HOTEL GRADING SYSTEM :

Accommodation for tourist is one of the most important elements of the total tourist product. It is an individual component also as it can be sold even without selling the entire tourist package. Being an individual service product, it is intangible and often bought in advance. Thus, the tourist at the time of booking the accommodation cannot inspect or accept or reject as he is not able to see it in advance. Thus, it is necessary to book it through reliable source, which could give accurate information for both the tourists and the travel agents and thus may need supervision and control. An individual tourist operator needs to gather information about the provision of accommodation to the tourist before the tourist sets off on his journey and when the reaches his destination.

Grading separates accommodation into different categories or grades based on judgments on the amenities and facilities of a particular accommodation unit in a form, which enables the user to choose the quality of accommodation, he requires. This may refer to the physical facilities, food and other services of the establishment, various amenities provided, etc. The establishments are graded individually or collectively by way of giving those numbers, letters or symbols.

Food services, entertainment, view, room variations such as size and additional amenities, spas and fitness centres, ease of access and location may be considered in establishing a standard.

The more common classification systems include 'star' rating, letter grading, from 'A' to 'F', diamond or simply a 'satisfactory' or 'unsatisfactory' footnote to accommodation such as hostels and motels. Systems using terms such as Deluxe/ Luxury, First Class/ Superior, Tourist Class/ Standard, and Budget Class/ Economy are more widely accepted as hotel types, rather than hotel standards.

Some countries have rating by a single public standard – Belgium, Denmark, Greece, Italy, Malta, Netherlands, Portugal, Spain and Hungary have laws defining the hotel rating. In Germany, Austria and Switzerland the rating is defined by the respective hotel industry association using a 5–star system – the German classifications are Tourist (*), Standard (**), Comfort (***), First Class (****) and Luxury (*****) with the mark Superior to flag extras beyond the minimum defined in the standard. This system has influenced the European Hotel stars rating system.

In France, the rating is defined by the public tourist board of the department using a four star system (plus "L" for Luxus) which has changed to a 5– Star system from 2009 on. In South Africa and Namibia, the Tourist Grading Council of South Africa has strict rules for a hotel types granting up to 5 stars.

❑ **Check Your Progress – 2 :**

1. Hotels can be classified on the basis of clients or guests :

    (A) True   (B) False

2. All countries in Europe have same grading systems for their hotels :

    (A) True   (B) False

1.6   STANDARDS OF HOTEL CLASSIFICATION :

1.6.1 Categorization by Star System :

This system is one of the most commonly understood, accepted and recognized system in India. This is also an official system of classification. In this system, hotels are classified based on facilities, which the hotels have, and services, which the hotels provide to the guests. Based on the number of services and facilities and their qualities and standards, which may vary from a basic bedroom to a luxury room with modern fittings and equipments, the hotels are awarded stars ranging from one to five stars deluxe.

The classification of new and functioning hotels is done by ministry of tourism. The department forms a committee called as hotels and restaurants approval and classification committee (HRACC hotel association of India) which is headed by ministry of tourism and comprises of members from hotel industry, travel agents association of India, and the principal of regional institute of hotel management, catering technology and applied nutrition etc. This is a permanent committee to classify hotels into five categories that is, from 1 to 5 star and into five star deluxe category. The committee inspects once in three years the existing hotels that have been classified to confirm that the hotels are sticking to the standards.

1.6.2 Classification based on Star Rating :

A hotel's star rating is an indicator of the quality of services rendered by the particular hotel, and is dependent on the data provided by the hotel. As star ratings do not necessarily show all the amenities& facilities or services that might

be available at a hotel, and some amenities and features may not be available in every room or at every property with a particular star rating even though the hotel gets star rating.

- **One star hotels** offer clean, no–frills accommodation with minimal on–site facilities for the budget traveller for whom cost is the primary concern. On–site dining is usually not available .guestrooms generally are small, functionally decorated, and may not have a private bathroom, in–room telephone, or amenities. Public access and guest reception may not be available at all hours.

- **Two star hotels** offer limited–service establishments are expected to offer clean, basic accommodation. These properties may offer some business services but generally lack meeting rooms, baggage assistance, and full fitness and recreation facilities. On–site dining is usually limited to coffee or continental breakfast service. Guestrooms generally offer private bathroom, telephone, TV and limited amenities.

- **Three–star establishments** place a greater emphasis on style, comfort, and personalised service. They generally feature on–site dining room service, a pool and/or gymnasium, a beauty parlour, a gift shop, and may provide baggage assistance. Meetings rooms and extended services for business travellers are usually offered. Guestrooms offer more extensive amenities and more careful attention to decor and comfort.

  The four & five star hotels are upscale establishments.

- **Four–star hotels** offer a fine–dining restaurant (with multiple cuisines), lounge and room service with extended hours. Service features usually include baggage assistance, concierge service and valet parking. A conference centre with up–to–date technology and full business services are usually offered. Public spaces and guestrooms are thoughtfully designed and constructed with high–quality materials. Guestrooms generally offer stylish furnishings, high– quality bedding and bath products, and a wide array of amenities. Recreation facilities as well shopping kiosks are available.

- **A five–star hotel** is the finest hotels in the world which s is characterised by luxury appointments, superlative service and the highest standards of comfort. Five–star hotels offer originality in architecture and interior design, high–grade materials in construction and décor, and such special touches as fresh flowers and plants in abundance. These properties also maintain a high staff–to–guest ratio, gourmet dining, and 24–hour room service.

Guestrooms offer ample space, the finest furnishings and decor, premium bedding, and luxury bath products. Room amenities generally include high–speed

internet access and CD and/or DVD players. Five–star resorts may offer additional recreation facilities such as tennis courts and golf–course access. On–site SPA services, a top–notch fitness centre and a pool are generally available, as well.

1.6.3 Categorization by Locations :

Downtown Hotel : It is located in the heart of the city, generally within a walking distance of the business centre, shopping areas, multiplexes, theatres, public buildings, shopping malls, etc. Rates in these hotels are normally high due to their proximity of area and because the investment made of the property is comparatively very high, computed on these capital–intensive hotels are substantially high. Normally business clientele prefer such hotels.

Suburban Hotel : Located in the suburbs of the main city, it has the advantage of quieter surroundings though it does not have the advantage of location. Rates quoted are moderate to low. Such hotels are ideal for budget travellers and organizations who find the quiet setting ideal for conferences, workshops, training sessions, seminars, educational programmes, etc.

Resort Hotel : This type of hotel is located in the hills or at beaches. It is mainly patronized by vacationers. Basic facilities are provided and the rates offered are often on American plan, i.e. Room and all meals included.

Floatel : These types of hotel float on the water. Very common example is a cruise liner. In India, houseboats (peculiarity of Kashmir/Kerala) fall under this category.

Air Port Hotel : As the name suggests, these hotels are situated near the airport and are ideal for transit guests who are in the city only a few hours. It is not possible for them to stay in a downtown hotel. Rates are on European plan, i.e. Charges for room only.

Motels : This term is derived from the phrase, "motor hotels", which are located principally on highways. They provide modest board and lodging to highway travellers. The length of stay is usually overnight, thus rates quoted are on European plan, i.e. Room only.

1.6.4 Categorization by number of rooms :

The capacity of a hotel in terms of the number of rooms is a yardstick for the categorization of the hotel by "size".

*   Hotels with 25 rooms and less may be termed "small" in India but in the western countries hotels which have less than 100 rooms are considered as small.

*   Those with 25 to 100 may be called "medium" in India but in the western countries hotels which have less than 300 rooms are considered as medium. Those with 101 to 300 are called "large" in India but in the western countries, hotels, which have less than 600 rooms, are considered as large.

*   Hotels with over 300 rooms which are very common these days, may be termed "very" large & in India but in the western countries hotels which have rooms in the range of 600 to1000 are considered as very large;.

1.6.5 Categorization by Type of Plan :

Hotels are categorized according to the type of plan, they offer. We thus have hotels on European plan(room only),continental plan(room +continental breakfast) American plan (room rate+ breakfast+ lunch+ dinner) or modified American plan(room+ breakfast+ lunch/dinner).these plans are decided by the hotel on a variety of factors including type of clientele, length of stay and average customer preference

1.6.6 Categorization by type of clientele :

We often hear in hotel parlance, the terms such a group hotel, commercial or business hotel, family hotel, etc. This categorization is based on the type of patronage.

*   Group hotels cater to groups and thus their rates would be on American plan (where the rate includes tariff, breakfast, lunch & dinner).

*   Commercial hotels cater to mostly businesspersons and are on European plan (where the rate is for the accommodation only) or continental plan (where the rate includes accommodation & the charges for breakfast).

*   A family hotel would be on American plan. Where all three meals (breakfast, lunch, dinner) are included in the room rate. Such hotels are normally situated in resort cities.

• Convention/conference hotel : convention is a formal assembly of members for acceptance of certain practices. A conference is a meeting of common interest participants. Such hotels need to be at least large as generally the outstation participants are accommodated in the same hotel. Such hotels should have all the facilities like overhead projector, DVD player, television etc as well should have banqueting facility to cater the participants.

1.6.7 Categorization by length of guest stay :

This categorization of hotels can be further divided into three sub–groups :

• Transient hotels where a guest can stay for a day or even for few hours (airport hotels could be termed thus);

• Residential hotels where guests stay for a minimum period of one month the hotel signs a detailed lease with me customer;

• Semi–residential hotels, which incorporate the features of both the transient and residential hotels.

1.6.8 Categorization by Ownership :

• **Proprietary ownership :** small properties are owned by one person & operated by his family members whereas large properties are owned by international hotel chains like Hyatt, J.W. Marriot etc .As well as national chains like Cambay, Choice hotels etc.

• **Time–share :** where the buyers can occupy the properties (of the company) for a stipulated days, every year for which they make onetime payment. E.g., club Mahindra holiday, country club etc.

• **Management contract :** there are entrepreneurs who have finance but do not have the expertise to manage a hotel make a contract with the companies, which have such expertise. E.g. Hilton, Starwood hotels etc.

• **Franchise :** the franchisor (who owns the trademark, product) allows the franchisee (who gets the right to do the business under the franchisor's name) to do the business which is mutually beneficial to both .e.g. Ramada Inn, Best Western etc.

❑ **Check Your Progress – 3 :**

1. Company that owns the product and its services are :

(A) Franchisee   (B) Franchisor

2. Room rate and all three meals included in which plan :

(A) MAP   (B) EP   (C) AP   (D) CP

1.7   CHANGING PROFILES OF HOTEL INDUSTRY :

• The developments in tourism and transportation,

• Increasing demand among tourists due to the improvement in living standards and economic conditions has also changed the profile of the accommodation sector.

• Changing social pattern from joint family to nuclear family

• The tendency among middle–income groups to take holiday at any time of the year has encouraged accommodation operators to offer novel kinds of arrangements, which are now available in addition to traditional season time for hospitality sector.

- New types of accommodation, particularly holiday villages that are more suitable for family type tourists, condominiums and apartment houses, camper vans, time–share hotels private villas and camping facilities, have proved very successful and to a certain degree are replacing traditional hotels and boarding houses.

- Change in attitude of the senior citizens who have funds & time available.

- These changes reflect changes in demand with new, often–younger groups(mostly honeymooners)& senior citizens entering the international travel market(including faraway countries & cruises)which was earlier restricted to neighbouring countries only, and also new approaches to the problem of providing enough facilities in a very competitive industry with a highly seasonal demand.

All the above factors seem to have influenced the structure of the hotel industry as a whole.

According to the study conducted by WTO (World Tourism Organization), the future developments in the accommodation sector are as follows :

A significant growth in accommodation supply will continue to be contributed by Hotel chain operators (both national & international), and airlines. This expansion will result mainly from the further development of management contracts and franchise agreements. There will be a continuing move towards the further diversification of accommodation. The development of budget accommodation, covering budget hotels and supplementary means of accommodation, is likely to continue as mass tourism stimulates new demands for competitively priced accommodation. The standard of accommodation will continue to rise. Demand for recreational and sporting facilities will increase in both business and leisure accommodation. Rising building and operating costs, growing environment and conservation pressures, as well as the need to keep staffing levels at a minimum, will influence design and construction of accommodation units. Advances in technology will both influence the traditional construction methods; for example, more frequent use of prefabricated building techniques as well as traditional methods of hotel operations.

❑ **Check Your Progress – 4 :**

1. Demand for recreational and sporting facilities will increase in both business and leisure accommodation :

   (A) True   (B) False

2. Advance in technology has no effect on accommodation business :

   (A) True   (B) False

1.8 DEVELOPMENT OF HOTEL INDUSTRY :

Over the last decade and half the mad rush to India for business opportunities has intensified and elevated room rates and occupancy levels in India. Even budget hotels are charging USD 250 per day. The successful growth story of **'Hotel Industry in India'** seconds only to China in Asia Pacific.

'Hotels in India' has a supply of 110,000 rooms. According to the tourism ministry, 4.4 million tourists visited India last year and at current trend, demand will soar to 10 million in 2010 – to accommodate 350 million domestic travellers. 'Hotels in India' has a shortage of 150,000 rooms fuelling hotel room rates across

India. With tremendous pull of opportunity, India is a destination for hotel chains looking for growth. The World Travel and Tourism Council, India, data says, India ranks 18th in business travel and will be among the top 5 in this decade. Sources estimate, demand is going to exceed supply by at least 100% over the next 2 years. Five–star hotels in metro cities allot same room, more than once a day to different guests, receiving almost 24–hour rates from both guests against 6– 8 hours usage. With demand–supply disparity, 'Hotel India' room rates are most likely to rise 25% annually and occupancy to rise by 80%, over the next two years. 'Hotel Industry in India' is eroding its competitiveness as a cost effective destination. However, the rating on the 'Indian Hotels' is bullish. 'India Hotel Industry' is adding about 60,000 quality rooms, currently in different stages of planning and development and should be ready by 2012. MNC Hotel Industry giants are flocking India and forging Joint Ventures to earn their share of pie in the race. Government has approved 300 hotel projects, nearly half of which are in the luxury range. Sources said, the labour requirements of the hotel industry would increase from 7 million in 2002 to 15 million by 2010.

With the USD 23 billion software services sector pushing the Indian economy skywards, more and more IT professionals are flocking to Indian metro cities. 'Hotel Industry in India' is set to grow at 15% a year. This figure will skyrocket in 2010, when Delhi hosts the Commonwealth Games. Already, more than 50 international budget hotel chains are moving into India to stake their turf. Therefore, with opportunities galore the future 'Scenario of Indian Hotel Industry' looks rosy.

1.9 HOTEL CHAINS IN INDIA, PALACE HOTELS AND STATE OWNED HOTELS :

1.9.1 Taj Group of Hotels :

The Indian Hotels Company Limited and its subsidiaries are collectively known as Taj Hotels Resorts and Palaces. A part of the Tata Group, one of India's largest business conglomerates, Taj Hotels Resort and Palaces own and operate 76 hotels, 7 palaces, 6 private islands and 12 resorts and spas, spanning 52 destinations in 12 countries across 5 continents and employ over 13000 people . Besides India, Taj Hotels Resort and Palaces are located in the United States of America, England, Africa, the Middle East, Maldives, Mauritius, Malaysia, Bhutan, Sri Lanka and Australia.

Jamsetji Nusserwanji Tata, founder of the Tata Group, opened the Taj Mahal Palace & Tower, the first Taj property, on December 16, 1903. He was inspired to open the grand luxury hotel after an incident involving racial discrimination at the Watson's Hotel in Mumbai, where he was refused entry, as the hotel did not permit Indians. Hotels, which accepted only European guests, were common across British India. Jamsetji Tata travelled to London, Paris, Berlin and Düsseldorf to get the best materials and pieces of art, furniture and interior artefacts for his hotel. Due to its prime location, traditional architecture and massive size, this hotel soon gained the status of the most iconic hotel in India.

1.9.2 Welcome Group/ITC group :

ITC Welcome group Hotels, Palaces and Resorts is India's second largest hotel chain with over 100 hotels. Based out of Hotels Division Headquarters at the ITC Green Centre in Gurgaon, off New Delhi, ITC Welcome group is also

the exclusive franchisee of The Luxury Collection brand of Starwood Hotels and Resorts in India.ITC Hotels is regularly voted amongst the best employers in Asia in the hospitality sector.

Fig. 1.4 : ITC Chola Sheraton (Chennai)

ITC Limited entered the hotel business on October 18, 1975, with the opening of a hotel in Chennai, which was rechristened Hotel Chola. ITC hotels currently own and operate 100 hotels in 75 destinations. ITC Hotels have a reputation of playing host to visiting royalty and world leaders repeatedly. Its restaurants Bukhara (restaurant), Peshawari, Dakshin, DumPukht and Kebabs &Curries are well–known cuisine brands today. ITC–Welcome group has one of the most extensive art collections in India. A museum of their collection is being planned in Kolkata.

1.9.3 Oberoi Group of Hotels :

The foundations of the Oberoi Group date back to 1934 when RaiBahadur Mohan Singh Oberoi, the founder Chairman of the group bought from an Englishman; two properties – The Clarke's in Delhi and The Clarke's in Shimla. In the ensuing years; Mr.Oberoi ably assisted by his two sons, Mr. Tilak Raj Singh Oberoi and Mr. Prithvi Raj Singh Oberoi continued the expansion of their group with properties both in India and abroad. Today, Mr.P.R.S.Oberoi is the Chairman of The Oberoi Group and his son; Mr.Vikram Oberoi and his nephew, Mr.Arjun Oberoi serve in the capacities of Joint Managing Directors at EIH Ltd and EIH Associated Hotels, the two major holding companies of The Oberoi Group. Presently, under the Oberoi brand; the group owns and/or operates 16 luxury hotels and 3 luxury cruisers in India, Mauritius, Egypt, Indonesia and Saudi Arabia.

Under the Trident brand, the group owns and/or operate 9 properties in India and one property in Saudi Arabia. The Group also operates the Clarke's Hotel in Shimla and the Maiden's Hotel in Delhi. These two properties; however are neither under the Trident nor under the Oberoi brand.

Fig. 1.5 : Hotel Oberoi in Mumbai

The Oberoi Group, founded in 1934, owns and/or operates 28 hotels and 3 cruise liners in five countries. It remains one of the most decorated hotel chains in the world with many of its group hotels bagging various awards and accolades from Travel + Leisure, Condé Nast Traveller, Forbes, Galileo, etc to name a few.

❑ **Check Your Progress – 5 :**

1. Growth story of Hotel Industry in India is 2nd best in Asia after China :

 (A) True   (B) False

2. The Indian Hotel Company is parent company of which hotel group :

 (A) Oberoi Group   (B) Taj Group

1.10 HERITAGE HOTELS IN INDIA :

Heritage hotel chains in India are those hotels, which at some point of time in history were fortresses, and castles that were home to the rulers of India. For centuries, the ancient fortress, the defensive castle or the composite haveli was the abode of royalty and the nobility where hospitality was an integral part of life in Rajasthan. These Heritage hotels are a special treat to the visitors, as those who run or maintain these hotels have made sure that the traditional work, carvings, décor and the style of hospitality remain as it were in the olden times of India. As already mentioned, these heritage hotels were home to the rulers; therefore, it is but natural that the architecture and décor of these palaces are lavish. Some of these heritage homes are reflective of Rajputana and Mughal architecture. The architecture of these royal buildings was such that there were separate viewing galleries for the women of these households. There were separate wings constructed for the men, women, guests and the servants of the household.

Over the centuries it has been the custom of these heritage homes in India, to provide hospitality to every person who visited these homes, now that most of these homes have been transformed into hotels, the owners Endeavour to maintain the traditional concept of extending a warm and hospitable atmosphere to each and every individual who visits these hotels in India.

After the year 1947, that is in the post independence period the Government of India abolished royal titles and the concept of feudal lords and feudal ownership of lands in India. The Government of India withdrew the Privy Purse and special privileges to the royalty. Consequently, members of most of the royal

families found it extremely difficult to maintain these huge buildings in India. These large mansions lay almost abandoned or unattended till a few enterprising people realized that perhaps the only way to maintain these historic homes was their appropriate reuse. In addition, the large palaces of the Maharajas set precedent by becoming five star luxury hotels. Later some of the heritage homes followed suit and are now functioning as luxury heritage hotels all over India.

Fig. 1.6 : Sardargad Heritage Hotel in Rajasthan

1. **The Taj Lake Palace** – located in the middle of Lake Pichola is a dream of white marble and mosaic glistening in the moonlight, very reminiscent of the most beautiful tourist cliché in the world; the Taj Mahal. Set against the backdrop of the majestic Aravalli Mountains on one side of the lake, and lofty palaces on the other, the Taj Lake Palace spreads across a four–acre island – an almost surreal vision in marble. The Royal Butlers descendents of the original palace retainers look after all contemporary comforts and ensure that all guests are treated like Royalty.

2. **Woodville Palace** – has a history dating back to 1866 when Sir William Mansfield, Commander in Chief of the imperial army became the first resident of the charming estate. The palace was reconstructed in 1938 by the Rana of Jubbal when hundreds of expert artisans were brought from everywhere to ensure the highest quality of craftsmanship. Kanwar Udai Singh opened a part of the mansion as a guesthouse in 1977 and today, the palace is one of the finest places to stay in Shimla. Travel Desk, Room Service, Laundry, Car Parking, Doctor on call, CC TV, Multi Cuisine Restaurant, Indoor Recreation, Tennis Other Facilities : Telephone in rooms, Running hot and cold water, billiards, table tennis and badminton, Golden Tiger Lounge with a galaxy of photographs signed by Hollywood stars of the gracious era of the '30s, Green lawns.

❑ **Check Your Progress – 6 :**

1. Taj Lake Palace is situated in which city :

    (A) Jaipur   (B) Udaipur

2. Woodville Palace is situated in which city :

    (A) Shimla   (B) Nainital

1.11 LET US SUM UP :

In this unit, we :

*   Discussed growth and development of Hotel Industry
*   Learnt about changing profiles of hotel industry

• Understood about the role of tourism ministry

• Stated about impact of tourism on Indian economy.

1.12 ANSWERS FOR CHECK YOUR PROGRESS :

❑ **Check Your Progress 1 :**

   1. (B),   2. (A)

❑ **Check Your Progress 2 :**

   1. (A),   2. (B)

❑ **Check Your Progress 3 :**

   1. (B),   2. (C)

❑ **Check Your Progress 4 :**

   1. (A),   2. (B)

❑ **Check Your Progress 5 :**

   1. (A),   2. (B)

❑ **Check Your Progress 6 :**

   1. (B),   2. (A)

1.13 GLOSSARY :

American Plan : Billing arrangement which include all 3 major meals with room rates.

Modified American Plan : Billing arrangement which include breakfast and one major meal of the day (breakfast or lunch) with room rates.

European Plan : Billing arrangement which does not include any meal with room rates.

Continental Plan : Billing arrangement which include morning breakfast with room rates.

FIT : Free Individual Traveller, guest who does not belong to any group, generally high paying guest of hotel.

GIT : Group inclusive Traveller, generally attached to any group or corporate, these guests generally have high discounts on rate.

1.14 ASSIGNMENTS :

1. Explain all meal plans / room plans in detail.

2. Make a list of top 5 heritage hotels of India and provide all amenities provided by them.

1.15 ACTIVITIES :

1. Find out the history of Taj Hotel

2. Find out the history of Oberois Hotels.

1.16 CASE STUDY :

Chose any hotel nearby your place and do a SWOT (Strength, Weakness, Opportunities and Threat) analysis of the hotel.

1.17 FURTHER READING :

Introduction to Hospitality Management, John R. Walker, Prentice Hall, 2010 ISBN 81–297–0924–4

■

UNIT 02

Introduction Totourism Industry

UNIT STRUCTURE

2.0 LEARNING OBJECTIVES :

In this unit, we will discuss the Introduction of Tourism industry

After working through this unit, you would be able to :

• State history of tourism and history of transportation

• Describe classification of tourism industry.

• Understand different forms of tourism

• Tell various types of tourists.

2.1 INTRODUCTION :

"Tourism" is a very familiar term in current times. Current generation has more leisure time to go on different types of vacations with family, friends and may be alone as compared to the ancient times. Current generation people want to relax and rejuvenate themselves after a period of hard work in their professional lives. With so much of work burden and stressful life in current times make people travel to different destinations for relaxation from their scheduled lives and to revitalize themselves. Various tourism products like hotels, restaurants, sightseeing etc provide opportunities to people to make them more alive and get relished from their journeys.

Tourism industry is one of the largest and fastest growing industries in world. As per World Travel and Tourism Council (WTTC), tourism industry is worth US $ 8.27 trillion in 2017. According to World Travel and Tourism Council (WTTC), tourism, India generated US $ 240 billion in 2018. Tourism industry as a whole is a complex industry made up of different sectors providing products and services to travellers around the world. As per United Nations World Tourism Organisation (UNWTO)

Tourism means the movement of general people to different destinations within country or to another country for leisure or business purpose. Visitors and tourist can be differentiate in the basis of duration of travel. Visitor is a traveller who visit any place only for a day without staying overnight while tourist is a traveller who travel and stay for at least one night at his or her destination.

2.2 HISTORY OF TRAVEL & TOURISM :

Travelling is common to people since the civilization starts. During prehistoric times nomadic people travel for food, work and safety, in historical times people travel for many reasons such as to fight wars, to capture other countries, to spread religious, ideological believes and to simply to explore new places or new sea routes. Modern era of tourism began when money a popular medium of exchanging goods and services. Business travel became more popular

after the advent of monetary system for trade purpose. Travel to India and China was very popular in ancient times as both these countries are famous and has a reputation for being the countries with fabulous wealth where business can prosper and flourished. The world Tour is derived from Greek word *tornos* and Latin word *tornare*, meaning a circle, movement around a central axis. The suffix, –*ism* means an action or process. The suffix – *ist* means one who performs that function. *Tour* and *ism* combined means action or process of movement in circle. Circle represents the round trip for and traveller. *Tour* and *ist* combined means the person who undertake the journey or tour.

Ancient Indian language Sanskrit has a concept of tourism since prehistoric times. Sanskrit has a word *atana* which means 'to go out' which produces other Sanskrit terms like Tirthatna, Payatana, and Deshatana,

Tirthatna means Tirth (Pilgrimage) + Atana (to go out), which means travelling for pilgrimage.

Paryatana means going out for pleasure or knowledge in Sanskrit.

Deshatna means Desh (Country) + Atana (to go out), which means travelling out of local geographical limits of one country for knowledge or for monetary benefits.

Different forms of Travel and Tourism are :

2.2.1 Religious Travel :

Religious purpose travelling has significance importance in history of tourism. Religious travel is an established tradition and customs in many countries. People around the world either travel for religious purpose in their country, from one country to another. Indian religious travellers travel within their country to various pilgrimages. Indian emperor the great Ashok travelled to many places in and around India to promote and establish Buddhism. Throughout his travel he established many *sarais*or inns for travelling people. Another Indian emperor Harsha was also influenced by Buddhism and established many *dharamshalas* for travelling public in various villages and city. Many emperors in India throughout their life erected various temples for religious people and thus took part in promoting religious tours. Hinduism, Buddhism and Islam religion were spread throughout the Asia and art, culture, customs, literature, architecture language of various places encourage travel on the whole.

Europe became the hotspot for religious travel for Christians. Vast number of people was travelling to various shrines in Europe during middle ages. The spread of Christianity leads to many more shrines and pilgrimage around the world and Europe.

2.2.2 Ancient Leisure Travel :

Romans were probably the first leisure travellers. Rich Roman Empire starts building the facilities for travel wherever they go; they built new roads, accommodation places for travelling public. They also started giving name to roads and routes of travel and publish them for other traveller. Romans travel for pleasure to various sea side resorts for medicinal bath and to famous Olympics, medicinal baths at sea side and other resorts later became famous as spas. This spa water believed to give relief from many diseases either by drinking or bathing. These resorts start building other recreational facilities for travellers to promote tourism it throe resorts. Development of these spas, resorts and recreational facilities played a very important role in promoting leisure travel.

2.2.3 The Grand Tour :

In history of tourism, grand tour is mentioned as "the golden age of travel" that occurred in late eighteenth century, prior to advent of railways. A grand tour in European countries plays an important part in the education of young people of Britain's most wealthy and powerful families. This tour often lasted for several years and popularity of grand tour leads to establishment of various lodging and food and beverage facilities in European continent.

2.2.4 Famous and Renowned Travellers :

There are many famous travellers who travel to Asian countries for various reasons. List of these famous, great travellers is down below :

• There are evidences in Indian history of Persians visiting India during Gupta Dynasty. There is a mention of Persian costume during Chandragupta Maurya's rule.

• Hieun–tsang, a devout Chinese Buddhist, probably one of the most famous traveller who travelled to India. He came to India to collect ancient Buddhism literature and to translate them in Chinese language.

• Marco Polo another great traveller who spent almost 20 years in China and 5 years in India, Java, Sumatra and Srilanka.

• Vasco da Gama is famous for finding sea route to India from Western Europe in 1498.

• In the sixteenth and seventeenth century many western monks visited India to gain knowledge

• Other famous travellers were Alexander, Benjamin of Tudela, Ibn Batutah and Mark Twain etc.
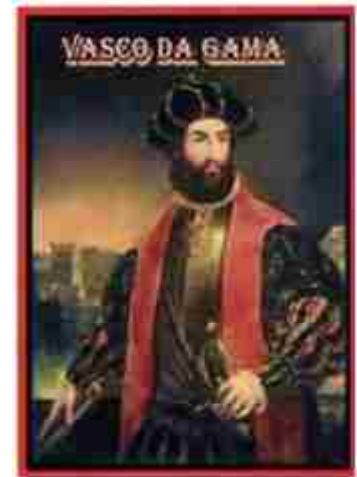
❑ **Check Your Progress – 1 :**

1. Pilgrimage tourism in Sanskrit is known as :

   (A) Paryatana   (B) Deshatana   (C) Tirthatana

2. Travel of children of British aristocrat for education in 18th century is known as :

   (A) Leisure Tourism   (B) Grand Tour

   (C) Ancient Luxury Travel   (D) Culture Tourism

2.3 HISTORY OF TRANSPORTATION :

2.3.1 Rail Transport :

Railways come to existent in nineteenth century in England and later in Europe and America. The first rail link was laid between Manchester and Liverpool in 1830. In starting railway transport was meant for carrying goods from one place to another. Later it started carrying passenger with goods which became mass movement of public later on. Organised rail transport for public is started in 1841. Thomas Coos, as we all know as greatest travel organizer and father of modern tourism in world started an idea of ferrying a group of people from one place to another. This paves the way for many organized train travel in England. Around 3000 school children were travelled between Leister and Derby in 1843. Thomas cook also organized rail tours from England to Scotland from 1848 to 1863. Thomas Cook was also the first one to organized rail travel within countries, when he organized tour from England to France in 1855.Encouraged by the success of rail travel many European countries like Switzerland, France and Austria started their own rail networks.

The first class railway travel was first organized in America by Mr. G.M. Pullman who developed luxurious coaches with dining facilities. In the same century East India Company introduced railways in India. It was on 16 April, 1853, first train started in India from Boribunder in Bombay to Thane covering a distance of 33 kilometres. Now India has second largest railway system under one management.

2.3.2 Cruise Travel :

Unlike railway which started inter country travel, sea transport / cruise travel crosses continent boundaries and played a significant role in travel in 19th century. Francesco I, built in 1831, was the first cruise ship for royals in Europe. It was started from Naples, Italy in 1833 and travel to various cities in Europe. P&O was the first company that introduced cruise for passengers in 1844. The first passenger cruise ship travelled from Southampton to destinations such as Gibraltar, Malta and Athens. P&O later introduced round trip to destinations such as Alexandria, and Constantinople. Cruise ship industry then expand steadily in the latter half of 19th century. SS Ravenna was the first cruise ship which was built in 1880 with total steel structure and SS Valetta build in 1889 was the first ship to use electric lights.

The year 1900 saw the first vessel / ship which was built with the sole purpose of luxury cruising was Prinzessin Victoria Luice, designed by Mr. Albert Ballin, general manager of hamburg America Line.

It started a new trend of luxury cruise ship and many companies started to build their own cruise ships. Titanic, one of the most famous and tragic cruise ships was built by Harland and Wolff shipyard. It was considered the biggest and most luxurious cruise ship in the world with facilities like first class accommodation facility, fine dining facilities, swimming pool, private massage room, squash courts etc. It started its journey on 10th April 1912 and sank only after 4 days in early morning of 15th April 1912.

2.3.3 Air Transport :

The fast, convenient, comfortable and enjoyable travel of current times began with the invention of airplane travel. The first commercial air travel happens in 1914 when first passenger flight took off, operating between St. Petersburg and Tampa. That flight took twenty three minute to travel thirty four kilometres. Pilot for

that first flight was Mr. Tony Jannus and the first paying flight passenger was Mr. Abram C Pheil, former mayor of St. Petersburg. Air flying becomes more common after Second World War by the end of 1950s. American airlines were the pioneer in fast, convenient and comfortable air travel in the world. Soon many countries start their own airlines and gradually air travel was no more luxury, novelty or thrill but became necessity for the people.

2.3.4 Motor Car :

Introduction of private motor cars revolutionized the tourist movements especially in America and Europe. With the improved condition of roads, people who can afford the motor cars started giving motor cars preference over public transport. It became the symbol of luxury and leisure and give unprecedented boom to road tourism.

❑ **Check Your Progress – 2 :**

1. Who found the sea route to India from Western Europe :
   (A) Marco Polo   (B) Ibn Batuta
   (C) Vasco da Gama   (D) Hieun– Tsang

2. Who is known as father of modern tourism :
   (A) G. M. Pullman   (B) Albert Ballin
   (C) Marco Polo   (D) Thomas Cook

3. Who was the first paying flight passenger in the world :
   (A) Abram C. Pheil   (B) Tony Jannus
   (C) Thomas Cook

2.4 CLASSIFICATION OF TOURISM INDUSTRY :

Tourism can be divided into five broad categories, on the basis of services provided to travellers. These five categories are :

Tourism Industry

Hotel Industry	Food Industry	Activities	Transportation Services	Retail Industry
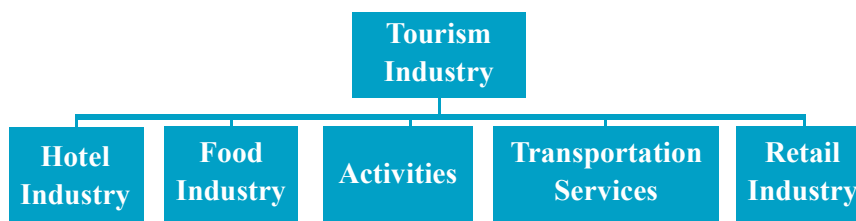
2.4.1 Hotel Industry :

It includes all lodging properties which are primarily providing accommodation facilities to all travellers along with other basic services like food and beverage products, housekeeping services, recreational facilities like swimming pool, gym spa etc. Hotel industry includes various types of accommodations like hotels, resorts, motels, etc. Food and beverage outlets in hotels can also be included in food and beverage industry as well.

2.4.2 Food & Beverage Industry :

Food & beverage industry includes all organizations that are providing different types of food and beverages to all travellers and local people. Food and beverage industry includes various types of outlets such as Independent restaurants, chain restaurants, restaurants in hotels, coffee shops, food courts, taverns, bars, food retail stores, ice cream parlours, snack bars, catering sector, food and beverage services on airlines, cruise ship and luxury trains etc.

2.4.3 Activities :

It includes various business, entertainment and recreational activities for travellers as well as local people. This category includes following activities :

Business activities like conferences, conventions, trade fairs etc,

Recreation and entertainment activities like water parks, amusement parks, cultural events, art festivals,

Various tourist activities like leisure travelling to other countries, study trips, health tourism etc

Sporting activities like world cups, Olympics, winter Olympics etc.

Various festival activities like film festivals, music festivals, food festivals etc.

2.4.4 Transportation Services :

Transportation service helps tourists to travel to their destination via road transport, rail transport, air transport or sea transport. Transportation service includes airlines, cruise ships, luxury trains, buses, local transport, taxi services, vehicles on rent, etc. Cruise ships are different to other transportation as journey through luxury cruise ships is as important as final destination

2.4.5 Retail Industry :

Retail industry means shopping services and facilities to tourists and local people. It includes shopping malls, shops in market like gift shops, art and craft shops, souvenir shops, clothing units and other retail stores. Retail industry caters to many tourists in the world, who tours to a particular destination for shopping purpose and for retail therapy.

There can be many overlaps in above categories. Few examples are :

• Food and beverage services are also part of hotel industry, travel industry in cruise ships, airlines and luxury trains.

• Most of the hotels also have food and beverage services, retail stores in hotels, transportation service by hotels, recreational facilities on site etc.

• Cruise ships can come under all above categories as cruise ship provides accommodation facilities, food and beverage facilities, transportation, recreation activities on ship and they also have retail stores for tourists.

❑ **Check Your Progress – 3 :**

1. Shopping malls, markets are part of :

   (A) Transport Services   (B) Retail Industry

   (C) Hospitality Services

2. Restaurants, coffee shops are part of both Hotel Industry as well as Food & Beverage industry :

   (A) True   (B) False

2.5 TYPES OF TOURISM :

Tourism industry is growing in a rapid way, the steady and rapid growth of tourism has several factors. People travel more as their disposable income level are increasing, work weeks are decreasing, leaves and leisure time increasing and purchasing power is also increasing. People currently have more time to travel.

Today travelling is very common for public because of better tourism products, better infrastructure, and better transport facilities etc. People generally take various tours within country or outside country every year for different purposes. There are many forms of tourism in the world on the basis of purpose of travel and type of travel experience provided by tourist destination. Main forms of tourism are :

2.5.1 Domestic Tourism :

Domestic tourism refers to local tourism within a country by residents of the particular country. When people visit outside their local domicile to the places within the country for any reason, that travel is known as domestic tourism. It is rather cheap and easy tourism as there was no problem of language, currency exchange and it also does not require international documents like passport or visa.

2.5.2 International Tourism :

International tourism refers to visiting places of interest in foreign lands outside their own country. People travel to various countries in world for leisure, business or just for reputation. International tourism requires various types of travel documents like passport, visa and permissions from respective countries. There are various types of legal and financial formalities need to be required before departing from one country to another country. International tourism has two forms :

Inbound Tourism refers to activities of a visitor from another country to our country.

Outbound Tourism refers to the activity of resident of our country visiting another country.

2.5.3 Leisure Tourism :

When people travel to any destination during their free times or on their holidays with family, friends or alone for enjoyment and pleasure, that tourism is known as leisure tourism. Leisure tourism includes activities like sightseeing, sports, holiday, festivals, cultural events, visit to their respective family and friend or just to relax or rest or to spend time away from work. There are many types of tourism activities which can come under leisure travel like beach vacation, mountaineering, camping, religious tourism etc.

2.5.4 Business Tourism :

Business tourism refers to the business activities of tourist to various places. This is the biggest travel market in world as people travel worldwide for business purpose. Business tourism can also be referred as Meeting, Incentives, Conference and Exhibition (MICE) tourism as all these activities comes under business tourism. Business tourism can be clubbed with leisure tourism when

people go with family on business tours and enjoy with family after business hours. Business hotels currently are the biggest category of hotels in the world.

2.5.5 Ecotourism :

All nature based forms of tourism in where tourists observe and appreciate nature as well as the tradition and cultures of that place while being responsible towards nature and its resources as well as towards the well being of the local people. Ecotourism can be referred as green tourism, sustainable tourism and responsible tourism etc.

2.5.6 Adventure Tourism :

Adventure tourism can be defined as "the movement of the people from one to another place outside their comfort zone for exploration or travel to remote areas, exotic and possibly hostile areas which must include overnight stay, but not last longer than one year". Adventure tourism is a type of tourism which involves travel in some remote areas where you have to face certain degree of risk while exploring the place during the vacation. Adventure travel includes activities which are performed by humans like camping, mountaineering, sky diving, scuba diving, river rafting, trekking, bungee jumping, rock climbing, hiking etc.

2.5.7 Historical Tourism :

Historical tourism means a kind of tourism activities that take tourists to places that have historical importance in world. Every country has historical places which are famous worldwide and curiosity of people to understand the history of these places acts as a catalyst to make travel to these places. People visit these historical places to study, discuss, learn and experience the history of these places.

2.5.8 Religious Tourism :

Religious tourism also known as faith tourism refers to a kind of tourism where tourists or tourist group emphasizes on reasons related to spirituality, religion and in the quest of answers. It is one of the oldest forms of tourism. This type of tourism is more famous in elderly people but many youngsters are attracted towards religious tourism as sometimes it gives a feel of adventure as many religious pilgrimages are situated at remote places in the lap of nature.

2.5.9 Cultural Tourism :

When a tourist or tourist group visit places to learn the culture of these particular places, that tourism activity is known as cultural tourism. Culture includes lifestyle of people, their religious beliefs, food, music, dance, clothing, festivals, arts, architecture and any other specialty of that place. Through cultural tourism, tourists have opportunity to interact with local people, learn their way of living and may get new perspective of life.

2.5.10 Mass Tourism :

Mass tourism refers to a large number of people travel to same destination. It can be for the purpose of leisure, business, pilgrimage, sightseeing, historical or cultural. Many tour companies organize these mass tourism activities to different place around the world. These companies organizes various travel services such as travelling arrangements, hotel bookings, sightseeing, various activities like shopping, visit to art galleries etc.

❑　**Check Your Progress – 4 :**

1.　Ecotourism and adventure tourism are same :

　　(A) True　　　　　　　　　　(B) False

2.　Large number of people travel to same destination is known as :

　　(A) Mass Tourism　　　　　　(B) Religious Tourism

2.6　TYPES OF TOURISTS :

Tourist can be classified according to their purpose and nature of visit. Various types of tourists are :

2.6.1 Business Tourists :

If we look at the history of tourism, business tourists were the first and important market for hotels. Still in current times, business tourists form the biggest market in hotel and tourism industry. Increasing number of hotels started designing hotels in a way to attract business travellers. Services like conference facilities, business centres, in room safes, high speed Wi–Fi facilities, 24 hours room services, secretarial services and language translator are very common not only in business hotels but also in luxury hotels and resorts. There are increasing numbers of women business tourists in business world, so hotels started giving more attention to the needs of individual business tourists including more safety measures for them.

2.6.2 Leisure Tourists :

Next biggest category of tourists in the world after business tourists are leisure and pleasure tourists. They are also very difficult to understand as most of leisure travellers have different sets of demands. Leisure and pleasure travellers are travellers who travel for enjoyment and pleasure with family, friends, in groups and sometimes alone also. They usually travel in their free/leisure time to relax and rejuvenate themselves away from routine daily works. Leisure tourists are also cost sensitive. Every leisure tourists has some budget in mind and chose all the service according to their budget. Leisure tourists demand good accommodation and food and beverage services along with other leisure activities in their budget price.

2.6.3 International Tourists :

Travellers who visit from one country to another country by crossing national borders through international travel documents like passport and visa are known as international tourists. International tourists are other difficult traveller category because of culture and language barrier. Visitors from different countries have different needs and expectation. Hotels lacking language translator face difficult situation because of language barrier. Having staff from different countries have advantage in this case who can understand their culture and language. International tourists can be business, leisure and even group tourists.

2.6.4 Group Tourists :

Travellers who travels in big or small groups, visiting same destinations, using same hotel accommodation, visit same sights, tourist place are known as group tourists. Group tourists can be business, leisure or international tourists. They generally travel in organized tour groups, arranged by tour companies. Tour companies organize their mode of travel, accommodation facility, food and beverage facilities, sightseeing and even arrange for their visas in case of foreign visits. Group business tourists travel for business purpose and often use convention and conference facilities for sales meetings, new product introduction, training, seminars and workshops etc.

2.6.5 Visiting Friends and Relatives :

People who travel to visit their families and friends are known as visiting friends and relative tourists. They generally travel during festivals, social or family functions etc. they are unlikely to spend much money on tourism facilities as they usually don't use accommodation and other tourist related facilities.

❑ **Check Your Progress – 5 :**

1. Visiting relatives and friends comes under leisure travel :

(A) True   (B) False

2.7 LET US SUM UP :

In this unit, we understood :

• History of tourism industry and its classification.

• Important events in history of tourism.

• Various types of forms of tourism.

• Difference between types of tourists.

2.8 ANSWERS FOR CHECK YOUR PROGRESS :

❑ **Check Your Progress 1 :**

1. (C),   2. (B)

❑ **Check Your Progress 2 :**

1. (C),   2. (D),   3. (B)

❑ **Check Your Progress 3 :**

1. (B),   2. (A)

❑ **Check Your Progress 4 :**

1. (B),   2. (A)

❑ **Check Your Progress 5 :**

1. (B)

2.9 GLOSSARY :

Grand Tour : An extended trip across the European countries that served as a part of education of young British aristocrats. It is very popular in18th century.

Spa : A mineral water spring, or a hotel near such water body, which cures many people. Today spa refereed to fashionable resort at beautiful location.

Inbound Tourism : Inbound tourism is defined as the activities of non–residents travelling to a given country that is outside their usual environment, and staying there no longer than 12 consecutive months for leisure, business or other purpose.

Outbound Tourism : Outbound tourism comprises the activities of residents of a given country travelling to and staying in places outside their country of residence and outside their usual environment for not more than 12 consecutive months for leisure, business and other purposes.

Leisure Tourism : Tourism for the purpose of pleasure and sightseeing, usually during holidays is leisure tourism.

Tirthatana : Sanskrit word for pilgrimage travel.

2.10 ASSIGNMENT :

1. Make an assignment on India's top ten tourist's destination with details like location, weather, tourist's attraction, and tourism facilities in those areas

2. Provide information about inbound and outbound tourism ?

2.11 ACTIVITIES :

1. Go to as many as tourist's attraction in your city or surrounding areas and learn the history of these places.

2. Find out the business and leisure hotels in your city or district.

2.12 CASE STUDY :

India has one of the biggest reserves of tourist's attractions that it can boast of. India has enormous diversity in language, places, tourist destination and has always attracted both foreigners as well as its own citizens to explore the mirth and gaiety that India has to offer the world. There is hardly any country in the world that offers such a wide variety of tourist attractions. Tourism in India has registered significant growth in recent years. In 1951, international tourist arrivals stood at just around 17,000; this figure increased to 5.54 million in 2008 and 10.7 million in 2019. Tourism is the third largest net earner of foreign exchange for the country, India record earnings during 2009 was US$ 1295 million, this figure increased to US$ 28.9 billion in 2018.

There are many initiatives were taken by the Government of India to improve the flow of foreign tourists into the country so that it can increase the country's share in the world tourism :

1. Developing cruise tourism by an international shipping firm.

2. Directly reaching out to consumers through the electronic and print media via the Incredible India/Colours of India Campaign

3. Creating world–class facilities.

4. Centralizing the electronic media campaign.

5. Launching an integrated campaign in South–East Asia to promote Buddhist tourist spot in India.

While the growth in tourism has been impressive, India's share in total global tourism arrivals and earnings is quite insignificant. It is an accepted fact that India has tremendous potential for the development of tourism. The diversity of India's natural and cultural richness provides the basis for a wide range of tourist products and experiences, which embrace business, leisure, culture, adventure, spirituality, eco–tourism and many other pursuits.

❖ **Discussion Questions :**

• Where do you think India can improve to attract more international tourists in India ?

• Can you suggest any places India which has more potential to attract international tourism, which is being ignored by India government till now ?

2.13 FURTHER READING :

The Discovery of India : Bharat EkKhoj, Pandit Jawaharlal Nehru

Chasing the Monsoon : A Modern Pilgrimage Through India by Alexander Frater

∎

UNIT 03 — *The Tourism Sector*

UNIT STRUCTURE

3.0   LEARNING OBJECTIVES :

After working through this unit, you should be able to :

- State the definition and history of Tourism
- Discuss the various forms of Tourism
- Explain the servicing inbound tourism
- Describe the Servicing outbound tourism
- Point out the working of the World Tourism Organization.

3.1   INTRODUCTION :

Travel is the movement of people between relatively distant geographical locations for any purpose and any duration, with or without any means of transport. Travel also includes relatively short stays between successive movements. Movements between locations requiring only a few minutes are not considered

as travel. As an activity, "travel" also covers all the activities performed during a travel (movement).Travel can be for recreational purposes, for tourism, to visit people, for business or for commuting, and may occur for numerous other reasons, such as to obtain health care, migration, fleeing war, etc. Travel may occur by human–powered transport such as walking or bicycling, or with vehicles, such as airplanes, private transport, public transport, automobiles and trains.

Even though both, travel & tourism involve movement of people from one place to another, tourism is wider term as compared to travel. As travel only deals with the movement & as well all the arrangements for that journeying ticketing for the journey, meals during the journey. Tourism includes all the arrangements for the entire experience. Travel ends at the destination, where as tourism does not. Tourism includes travel, accommodation at the destination, meals arrangement; sightseeing, shopping, recreational activities etc. are together called as tourism.

The United Nations classified three forms of tourism in 1994 in its Recommendations on Tourism Statistics : Domestic tourism, which involves residents of the given country travelling only within this country; Inbound tourism, involving non–residents travelling in the given country; and Outbound tourism, involving residents travelling in another country.

Recently, the tourism industry has shifted from the promotion of inbound tourism to the promotion of intra bound tourism because many countries are experiencing tough competition for inbound tourists. Some national policymakers have shifted their priority to the promotion of intra bound tourism to contribute to the local economy. Examples of such campaigns include "See America" in the United States, "Malaysia Truly Asia" in Malaysia, "Get Going Canada" in Canada, "Wow Philippines" in the Philippines, "Uniquely Singapore" in Singapore, "100% Pure New Zealand" in New Zealand and "Incredible India" in India.

Thus we can say that Tourism is the complex phenomenon, which comprises of the basic idea of shifting a traveller or a group of tourists, from one place to another, feeding them, making accommodation available, making various opportunities of entertainment available {either active or passive participation}, and returning them back to their homes.

3.2   DEFINITION OF TOURISM :

Tourism is a dynamic, evolving, consumer –driven force and is the world's largest industry if all of its interrelated components are placed under one umbrella, travel, lodging, foodservice and recreation. The word tourism did not appear in the English language until the early nineteenth century. The word tour was more closely associated with the idea of a voyage or perhaps a theatrical tour than with the idea of an individual "travelling for pleasure purposes, which is the accepted use of the word today". The World Tourism Organization's definition of tourism is "Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes."

Hunziker and Krapf, in 1941, defined tourism as "the sum of the phenomena and relationships arising from the travel and stay of non–residents, insofar as they do not lead to permanent residence and are not connected with any earning activity In 1976 the Tourism Society of England defined it as "Tourism is the temporary, short–term movement of people to destination outside the places where they normally live and work and their activities during the stay at each

destination. It includes movements for all purposes." In 1981, International Association of Scientific Experts in Tourism defined Tourism in terms of particular activities selected by choice and undertaken outside the home environment.

Tourism means different things to different people. For example, a hotelier might say that tourism is wonderful because it brings guests who fill rooms and restaurants. However, a government official might define it as the economic benefit of more money coming into the country, state or city. Whereas fir the host it might be nuisance to his peaceful life.

A tourist, by United Nations (U.N.) definition, is 'a person who stays for more than one night and less than a year'. Business and convention travel is included in this definition.

❑ **Check Your Progress – 1 :**

1. Slogan for Malaysian Tourism is :

   (A) Malaysia Truly Asia   (B) Malaysia Amazing Asia

2. The word tourism appeared first time in English language in :

   (A) Early Eighteenth Century   (B) Early Seventeenth Century

   (C) Early Nineteenth Century

3.3 HISTORY OF TOURISM :

The invention of money by the Sumerians (Babylonians) and the development of trade beginning about 4000BC marked the beginnings of the modern era of travel. Not only were the Sumerians the first to grasp the idea of money and use it in business transactions, but they were also the first to invent cuneiform writing and the wheel, also they should be credited as the founders of the travel business. Five thousand years ago, cruises were organised and conducted from Egypt. Probably the first journey ever made for purposes of peace and tourism, was made by Queen Hatshepsut to the lands of Punt in 1480BC. Beginning in 2700BC the pharaohs began to take advantage of the abundance of good building stone in the Nile valley to build their elaborate burial tombs.

The earliest forms of leisure tourism can be traced as far back as the Babylonian and Egyptian empires. A museum of "historic antiquities" was open to the public in the sixth century BC in Babylon, while the Egyptians held many religious festivals attracting not only the devout, but also many who came to see the famous buildings and works of art in the cities. The local towns accommodated tourists by providing services such as : vendors of food and drink, guides, hawkers of souvenirs& touts.

From around the same date, Greek tourists travelled to visit the sites of healing gods. Because the independent city–states of ancient Greece had no central authority to order the construction of roads, most of these tourists travelled by water, hence seaports prospered.

The lands of the Mediterranean Sea produced a remarkable evolution in travel. People travel for trade, commerce, religious purposes, festivals, medical treatment, or education developed at an early date.

Domestic tourism also flourished within the Roman Empire. Second homes were built by the wealthy within easy travelling distance of Rome, occupied

particularly during the springtime social season. Naples attracted the retired and the intellectuals.

From the early seventeenth century, a new form of tourism developed as a direct outcome of the freedom and quest for learning heralded by the Renaissance. Young men who wanted positions at court were encouraged to travel to the Continent to finish their education. Others soon adopted this practice in the upper echelons of society, and it soon became customary for the education of a gentleman to be completed by a "Grand tour" of major cultural centres of Europe, accompanied by a tutor and often–lasting three years or more. The appeal soon became social, and leisure seeking young men travelled, predominantly to France and Italy, to enjoy the rival cultures and social life of cities such as Paris, Venice or Florence.

3.4 FORMS OF TOURISM :

Tourism can be classified on the basic reason for travel. Following are few examples

1. **Medical tourism** (also called medical travel, health tourism or global healthcare) is a term initially coined by travel agencies and the mass media to describe the rapidly growing practice of travelling across international borders to obtain health care. It also refers pejoratively to the practice of healthcare providers travelling internationally to deliver healthcare.

Over 50 countries have identified medical tourism as a national industry. However, accreditation and other measures of quality vary widely across the globe, and there are risks and ethical issues that make this method of accessing medical care controversial. In addition, some destinations may become hazardous or even dangerous for medical tourists. Medical tourists can come from anywhere in the First World, including Europe, the Middle East, Japan, the United States, and Canada. This is because of their large populations, comparatively high wealth, the high expense of health care or lack of health care options locally, and increasingly high expectations of their populations with respect to health care.

2. **Agri–Tourism,** as it is defined most broadly, involves any agriculturally based operation or activity that brings visitors to a farm or ranch. Agri–Tourism has different definitions in different parts of the world, and sometimes refers specifically to farm stays, as in Italy. Elsewhere, agri–tourism includes a wide variety of activities, including buying produce direct from a farm stand, navigating a corn maze, picking fruit, feeding animals, or staying at a Bed Breakfast on a farm. Agri–Tourism is a form

of niche tourism that is considered a growth industry in many parts of the world, including Australia, Canada, the United States and the Philippines. Agri–Tourism overlaps with geo–tourism, ecotourism and culinary tourism.

3. **Wildlife Tourism** can be an eco and animal friendly tourism, usually showing animals in their natural habitat. Wildlife tourism, in its simplest sense, is watching wild

animals in their natural habitat. Wildlife tourism is an important part of the tourism industries in many countries including many African and South American countries, Australia, India, Canada, Indonesia, Malaysia and Maldives among many. It has experienced a dramatic and rapid growth in recent years worldwide and is closely aligned to eco–tourism and sustainable–tourism.

4. **Sports Tourism** refers to travel for the sake of either viewing, or participating in a sporting event staying apart from their usual environment. It includes the players, the audience as well as the persons from media, commentator etc.

❑ **Check Your Progress – 2 :**

1. When was invention of money and development of trade begins :

   (A) 4000 AD   (B) 4000 BC

2. Travelling for watching wild animals in their natural habitat is :

   (A) Wildlife Tourism   (B) Adventure tourism

3.5 WORLD TOURISM STATISTICS :

In 2008, there were over 922 million international tourist arrivals, with a growth of 1.9% as compared to 2007. In 2009, international tourists' arrivals fell to 880 million, representing a worldwide decline of 4% as compared to 2008. The region most affected was Europe with a 6% decline. The World Tourism Organization reports the following ten countries as the most visited from 2006 to 2009 by the number of international travellers. When compared to 2006, Ukraine entered the top ten lists, surpassing Russia, Austria and Mexico, and in 2008, surpassed Germany. In 2008, the U.S. displaced Spain from the second place. Most of the top visited countries continue to be on the European continent, followed by a growing number of Asian countries.

In 2009, Malaysia made it into the top 10 most visited countries' list. Malaysia secured the ninth position, just below Turkey and Germany. In 2008, Malaysia was in 11th position. Both Turkey and Germany climbed one rank in arrivals, occupying seventh and eighth positions respectively, while France continued to lead the ranks in terms of tourist arrivals.

Rank	Country	UNWTO Regional Market	International tourist arrivals (2009)	International tourist arrivals (2008)	International tourist arrivals (2007)	International tourist arrivals (2006)
1	France	Europe	74.2 million	79.2 million	80.9 million	77.9 million
2	United States	North America	54.9 million	57.9 million	56.0 million	51.0 million
3	Spain	Europe	52.2 million	57.2 million	58.7 million	58.0 million
4	China	Asia	50.9 million	53.0 million	54.7 million	49.9 million
5	Italy	Europe	43.2 million	42.7 million	43.7 million	41.1 million
6	United Kingdom	Europe	28.0 million	30.1 million	30.9 million	30.7 million
7	Turkey	Europe	25.5 million	25.0 million	22.2 million	18.9 million
8	Germany	Europe	24.2 million	24.9 million	24.4 million	23.6 million
9	Malaysia	Asia	23.6 million	22.1 million	21.0 million	17.5 million
10	Mexico	Latin America	21.5 million	22.6 million	21.4 million	21.4 million

3.6   INTERNATIONAL TOURISM RECEIPTS :

International tourism receipts grew to US$944 billion (642 billion) in 2008, corresponding to an increase in real terms of 1.8% from 2007. When the export value of international passenger transport receipts is accounted for, total receipts in 2008 reached a record of US$1.1 trillion, or over US$3 billion a day.

The World Tourism Organization reports the following countries as the top ten tourism earners for the year 2009. It is noticeable that most of them are on the European continent, but the United States continues to be the top earner.

❖   **International Tourism Top Earners :**

The World Tourism Organization reports the following countries as the top ten biggest earners on international tourism for the year 2009.

Rank	Country	UNWTO Regional Market	International Tourism Receipts (2009)	International Tourism Receipts (2008)	International Tourism Receipts (2007)	International Tourism Receipts (2006)
1	United States	North America	$93.9 billion	$110.0 billion	$97.1 billion	$85.8 billion
2	Spain	Europe	$53.2 billion	$61.6 billion	$57.6 billion	$51.1 billion
3	France	Europe	$49.4 billion	$55.6 billion	$54.3 billion	$46.3 billion
4	Italy	Europe	$40.2 billion	$45.7 billion	$42.7 billion	$38.1 billion
5	China	Asia	$39.7 billion	$40.8 billion	$37.2 billion	$33.9 billion
6	Germany	Europe	$34.7 billion	$40.0 billion	$36.0 billion	$32.8 billion
7	United Kingdom	Europe	$30.0 billion	$36.0 billion	$38.6 billion	$34.6 billion
8	Australia	Oceania	$25.6 billion	$24.8 billion	$22.3 billion	$17.8 billion
9	Turkey	Europe	$21.3 billion	$22.0 billion	$18.5 billion	$16.9 billion
10	Austria	Europe	$19.4 billion	$21.6 billion	$18.9 billion	$16.6 billion

❖ **International Tourism Expenditures :**

The World Tourism Organization reports the following countries as the top ten biggest spenders on international tourism for the year 2009. For the fifth year in a row, German tourists continue as the top spenders.

Rank	Country	UNWTO Regional Market	International Tourism Expenditures (2009)	International Tourism Expenditures (2008)	International Tourism Expenditures (2007)	International Tourism Expenditures (2006)
1	Germany	Europe	$81.2 billion	$91.0 billion	$83.1 billion	$73.9 billion
2	United States	North America	$73.2 billion	$79.7 billion	$76.4 billion	$72.1 billion
3	United Kingdom	Europe	$50.3 billion	$68.5 billion	$71.4 billion	$63.1 billion
4	China	Asia	$43.7 billion	$36.2 billion	$29.8 billion	$24.3 billion
5	France	Europe	$38.5 billion	$41.4 billion	$36.7 billion	$31.2 billion
6	Italy	Europe	$27.9 billion	$30.8 billion	$27.3 billion	$23.1 billion
7	Japan	Asia	$25.1 billion	$27.9 billion	$26.5 billion	$26.9 billion
8	Canada	North America	$24.2 billion	$27.2 billion	$24.7 billion	$20.6 billion
9	Russia	Europe	$20.8 billion	$23.8 billion	$21.2 billion	$18.1 billion
10	Netherlands	Europe	$20.7 billion	$21.7 billion	$19.1 billion	$17.0 billion

❑ **Check Your Progress – 3 :**

1. Which country is biggest tourism earner in the year 2009 :

(A) United States   (B) Spain

2. Which country is biggest tourism expender in the year 2009 :

(A) United states   (B) Germany

3.7 SERVING INBOUND TOURIST :

The inbound tourism market includes people from other countries. Agents who provide services for these travellers are known as Inbound Tour Operators. During the years of the weak dollar, its decreased value meant higher costs for Americans interested in travelling abroad. This brought an increase in the number of Americans who purchased domestic vacation packages and a decrease in U.S. citizen departures from this country. Americans chose to explore their own land.

At the same time, the decreased dollar value brought a new image of America as a bargain destination for overseas travellers because hotels, restaurants, goods and entertainment often cost less in the United States than many places abroad. Many people from other countries who wanted to visit the United States considered it a good value. There is no guarantee that such trends will continue. The worldwide economic climate plays an important role in tourism and travel patterns have a habit of changing.

3.7.1 Serving the Inbound Market :

It may be an opportune time for the aspiring agent to become one of the many agents who are taking advantage of growing opportunities in the recently recognized inbound market. Inbound Tour Operators can serve the inbound market in four ways :

1. **Walk–in Business :** Walk–in tourists are the ones who have not reserved any services through the same agent, but are now approaching for some kind of assistance. Offer services for visitors who happen to be in the area, such as providing maps and brochures on points of interest in the area. Foreign visitors welcome assistance with language and currency problems.

2. **Retailer–Made Itineraries :** Develop special packages for groups on a demand basis. It is the largest market area for retailers. As a wholesaler, the travel agent can offer different packages for his retailers.

3. **Package Tours :** Develop tours of regional points of interest that can be included in larger tours put together by big operators. Working along with the big operators, the inbound tourist operator can give a package for the tour, which can be combined, with the packages offered by big tour operators.

4. **Full–service Ground Operator :** A full–service ground operator who handles foreign inbound clients needs following infrastructural requirements as :

   • A large capital investment,

   • A multilingual staff

   • Bank accounts in foreign countries

   • Tariffs and brochures of different domestic tours considering variety of interest E. G. Buddhist circuit, char dham yatra, golden triangle tour etc.

Fig. 3.1 : Buddhist Circuit

In addition, currency exchanges capabilities.

This complicated field is recommended for the experienced retailer only. However, in small cities a retailer could function as a regional ground operator who makes all the local arrangements.

Travel agents are beginning to recognize the importance of offering services to incoming tourists as part of developing a full product line. They are providing a wide range of well–designed packaged and escorted programmes and are putting together "big ticket" fully structured independent itineraries. Such products can be promoted as domestic trips for local passengers as well as trips for inbound visitors from abroad.

When handling domestic inbound traffic, the functions of operator and packager are combined. Having total control, the operator/packager also assumes all of the risks. However, when handling international tour programmes, the roles of operator and packager are separate. An international tour packager develops the itinerary and specifications as per the need of the group/ FIT and then arranges for an Inbound Tour Operator to coordinate the services, following the packager's guidelines. The packager is responsible for all aspects (like travel, accommodation, meals, sightseeing, shopping arrangements) except operations and so, the packager, not the operator, assumes all the risks.

Before getting into the inbound market, one needs to weigh carefully the advantages and disadvantages of becoming involved in this field. It is definitely not for everyone.

❖ **Advantages :**

• Great potential for growth. One can start small and grow with market as opportunity arises.

• Profitable addition to diversify product line. one can become less dependent on the just the marketing of airline tickets.

• Business may benefit by fluctuations in currency exchange rates.

• Interesting change from old routines.

• Foreign inbound travel can help offset times when domestic travel volume is slack.

• Possibility of making contacts with overseas wholesalers and retailers when handling foreign inbound travel–to improve level of service available for outbound clients.

❖ **Disadvantages/Limitations :**

• Initial unprofitable period will require good financial resources.

• Need to practically realm the travel business–one will be working from the other direction.

• Need good travel contacts or promotional resources.

• Requires great attention to detail when making all the complicated ground–level plans; and requires attending to the needs of individuals within large groups.

• Languages and cultural difficulties when handling foreign inbound travellers.

• With foreign groups especially, staff must be available seven days a week, eighteen hours a day.

• Need to be adaptable; a sudden snow storm, late plane or slow bus can throw everything off. Employees must be capable of making alternative arrangements/ itineraries.

3.7.2 Getting Started :

There are ways of getting into the field that will increase the chances of developing a successful business operation.

• First, it is essential that one gets into the field slowly, taking each step carefully and learning the business's on field.

• Second, decide on a target market. one will be more successful developing services for a specific market than trying to compete with large tour operators. What kinds of visitors come to your area ? Does your city have direct flights from overseas ? Decide whether your target market will be ethnic, business, groups or special interest tourists. At the beginning, the market should probably be domestic leisure or convention clients.

• Third, study the resources of the local or regional area that are or would be of special interest to visitors and identify unfilled needs. Are you in a popular vacation or convention destination area ? What are the underused attractions in your area ?

• Fourth, develop the services you plan to offer. It pays to have some kind of specialty and to make your product appealing to your target market. You could offer more personalized service, intimate knowledge transfer, accommodations, sight–seeing and you could sell options on the spot to give clients maximum flexibility.

3.7.3 Examples of Services to Offer :

• Assemble complete land packages in your area. For example, a five–day tour leaving from Delhi that shows off Golden Triangle, (Delhi–India Gate, Rashtrapati Bhavan, Rajghat, Birla Mandir etc, Agra–TajMahal, Agra Fort, Jama Masjid etc, Jaipur–City Palace, HawaMahal, Jantar Mantar etc) Included would be transportation, lodging and perhaps dining, sightseeing, shopping, cultural performances etc.

Fig. 3.2 : Taj Mahal

- Arrange complete land packages for special–interest groups. For example, a package including transfers, hotel, lift tickets and cocktail reception for a group of forty or more at a ski area of Auli(Uttarakhand)

- Arrange mini vacations at unique destinations that could be reached within a couple of hours from your area with appeal to different tastes and thus to different clients. For example, leaving from Chicago you could arrange a weekend in Milwaukee to cover that city's highlights or a midweek sojourn (temporary stay) to Turkey Run State Park, a primitive Indiana state park famous for its canoe waters.

- Set up tour activities for special occasions, such as the Olympics /World Automobile Fair.

- Set up tour activities for seasonal interest, such as Tulip (a kind of a flower) time in Netherland

   Set up pre and post–convention sightseeing tours.

- Have an agreement with a local bus company to handle group sight–seeing and transfers.

- Include ethnic appeal through contacts with local museums, restaurants and ethnic associations& cultural performers

- Provide a twenty–four hour hotline for clients who have problems on the road. (This is best suited to large companies.)

- Offer to give foreign travellers a cultural view of India. Many want to see temples, enjoy Indian Cuisine & attend cultural performance.

- Give foreigners the chance to meet the locals. A foreign group may want to visit a local service club, (such as Rotary), professional society or cultural group.

- Talk with tour operators in such cities as London and Rome, to put together packages for forty or more participants.

3.7.4 Resources :

Once you have decided on the services you will offer, evaluate

- Your financial resources, building on your current business base. Do you have the capital to carry your business through an early unprofitable period ? If not, will you be able to get the necessary financing ?

• Is your staff experienced and qualified to handle inbound travel ? You may need to hire part–time guides; if you intend to serve the non English speaking inbound traveller, you will have to have access to multilingual or at least bilingual guides.

• You must develop a good working relationship with the suppliers you will be dealing with : local bus companies, hotels, restaurants, resorts, guides, escorts and so forth. Get to know your supplier well. The quality of service they provide will greatly affect your reputation as a reception operator. Visit the facilities and attractions you will be offering. If you know exactly what is involved, you will be better prepared to handle complaints and emergencies. To help avoid misunderstandings, always remember to reconfirm arrangements.

One supply area that has frequently been a problem is bus transportation. The large national companies generally give adequate service, but you usually get more consistently good service with a regional bus company. A regional company will probably have the same driver and coach for the entire tour, the driver will know the area and the charge for the service will be less.

To maintain good relationships with suppliers and keep most of your clients happy, adhere strictly to tour schedules. Foreigners especially have no conception of how large our country is. They are probably accustomed to driving short distances from city to city and country to country and so may want to accomplish too much in the time they have available. Make sure that all the itineraries you plan are practicable.

❖ **Legal Aspects :**

• When you begin your new business venture, make sure that

• You have done your legal homework.

• Check local, state and federal regulations to make sure you are operating under the appropriate authority.

• Check to see that the vehicles are properly licensed & make sure that the driver has proper license to drive the vehicles.

• Find out bus and van regulations.

• Do you need a special license to pick up clients at the airport in vans ? In addition, of course, have proper insurance for your protection.

❖ **Pricing :**

As you gain experience, you will learn how to price your services. Working with different groups and destinations will give you the background to anticipate the many contingencies, which might arise. Then you will be able to determine the mark–up necessary to make a reasonable profit.

3.7.5 Getting Domestic Business :

You can begin soliciting inbound business quite simply. Gear a window display or a special section of the travel agency office to the inbound trade. You could highlight tours to popular destinations in other areas that leave from your own area. Add sales appeal by making them monitors/excursions, which include as much variety as possible.

You may attract walk–in clients by keeping local maps on hand. Now that guest stations no longer give these away, they are in demand by tourists and

business travellers. Free maps will attract visitors to your agency, leading to increased travel sales. (Also, when your clients book travel to another area, you are providing a map of their destination could be a much–appreciated benefit from your agency.)

Another way to get business locally is to make courtesy calls on local hotels. Ask them to give out your business cards to their guests as referrals. The cards should be attractively printed with all necessary information; they should look professional and appealing.

However, these are only first steps. To be a successful reception operator, you will need to actively solicit inbound business from other parts of the country.

Talk with convention and state travel bureaus; approach local bus companies and hotels; contact tour packagers; go around the country to the travel shows; advertise your services. You could send brochures to travel agents in key cities install a separate telephone line and print special letterheads for the inbound part of your business. Look into the possibility of becoming affiliated with a tour operator, ground operator or another retailer.

You may also wish to talk personally with the major potential suppliers of clients, such as tour packagers. An especially effective way to do this is to meet with them in their own offices. Be sure you have a well–prepared presentation and can offer references– you need to gain their confidence.

3.7.6 Getting Foreign Business :

Once your domestic inbound business has become established, you may want to expand into the foreign market. Here you need to work especially hard to get business. You need to establish your business with foreign operators. Be sure to use foreign contacts you have already made through your travel business. Especially make contacts in countries, which have direct overseas flights into your area.

Preparing tailor–made itineraries for groups has always been the province of area agents. In this case, the foreign inbound tourist would usually contact a foreign retailer, who, in turn, will work through a dependable local agent.Agents who want to become reception operators should get into the market soon.

❖ **Tariff :**

If you become an international reception operator, you will need to provide a tariff – a reference book of services that you offer – to the packagers who do the actual selling to clients. The tariff is a "pricing list" that details all offered services, who provides them and how much they cost. Your tariff can include standardized tours, all itinerary possibilities and any special features.

Since the packager has control of the sales and selects the services, your tariff" must include information for a wide–ranging group of clients. It must spell out all potential services offered in such a way that they can be combined different interests of the clients. Your services should include the following :

• Meeting clients at the airport

• Assist with baggage, transfers and hotel check–in

• Arrange general or special–interest tours with bilingual guides

• Arrange self–drive and chauffeured cars

• Arrange for private guide and escort services

- Arrange translation services
- Provide transportation (air, train and bus tickets)
- Provide a hospitality desk at the hotel.
- Arrangement for currency conversion
- Arrangements of local artists performances

Offer your tariff to packagers and local agents. Bear in mind that your tariff should, perhaps, be printed in other languages for use in non–English– speaking countries.

❑ **Check Your Progress – 4 :**

1. Delhi–Agra–Jaipur route is an example of :

   (A) Golden Triangle   (B) Buddhist Circuit

2. You can start your own tourism business without completing legal paper work initially :

   (A) True   (B) False

3.8 WORLD TOURISM ORGANISATIONS :

The **World Tourism Organization (UNWTO)**, based in Madrid, Spain, is a United Nations agency dealing with questions relating to tourism. It compiles the World Tourism rankings. The World Tourism Organization is a significant global body, concerned with the collection and collation of statistical information on international tourism. This organization represents public sector tourism bodies, from most countries in the world and the publication of its data makespossible comparisons of the flow and growth of tourism on a global scale. The official languages of UNWTO are Arabic, English, French, Russian and Spanish.

Fig. 3.3 : The World Tourism Organization Building in Madrid (Spain)

The World Tourism Organization plays a role in promoting the development of responsible, sustainable and universally accessible tourism, paying particular attention to the interests of developing countries. The Organization encourages the implementation of the Global Code of Ethics for Tourism, with a view to ensuring that member countries, tourist destinations and businesses maximize the positive economic, social and cultural effects of tourism and fully reap its benefits, while minimizing its negative social and environmental impacts. UNWTO is committed to the United Nations Millennium Development.

Goals, geared toward reducing poverty and fostering sustainable development. Since 1980, the United Nations World Tourism Organization has celebrated World Tourism Day on September 27. This date was chosen as on that day in 1970, the Statutes of the UNWTO were adopted. The adoption of these Statutes is considered a milestone in global tourism. The purpose of this day is to raise awareness on the role of tourism within the international community and to demonstrate how it affects social, cultural, political and economic values worldwide.

❑   **Check Your Progress – 5 :**

1.   The head office World Tourism Organization (UNWTO) is in :

   (A) New York   (B) Madrid

2.   When is World tourism day is celebrated :

   (A) 27 October   (B) 27 September

3.9   LET US SUM UP :

   In this unit, we :

•   Understood the definition & history of Tourism

•   Stated various forms of Tourism

•   Listed servicing Inbound tourism

•   Stated servicing outbound tourism

•   Pointed out the information about World Tourism Organization.

3.10   ANSWERS FOR CHECK YOUR PROGRESS :

❑   **Check Your Progress 1 :**

   1. (A),   2. (C)

❑   **Check Your Progress 2 :**

   1. (B),   2. (A)

❑   **Check Your Progress 3 :**

   1. (1),   2. (B)

❑   **Check Your Progress 4 :**

   1. (A),   2. (B)

❑   **Check Your Progress 5 :**

   1. (B),   2. (B)

3.11 GLOSSARY :

Green Channel : If you have nothing taxable to declare, you breeze through the Green Channel. However, the customs can check you if they do not like your look. If you are caught, you are in trouble

GSA : A General Sales Agent who represents an airline or a hotel as its sole sales agent in a given area.

MCO : What the airline gives you when you drop a sector on your travel; no cash is given; but this miscellaneous charge order takes care of your excess baggage, accommodation, meals, even a fresh ticket on any other sector.

Package : Generally, a tour to certain destination with air and ground transportation, hotel accommodation, meals and sightseeing charges.

Red Channel : When you have goods to declare, you pass throughthe red channel and pay the customs duty.

3.12 ASSIGNMENTS :

1. Make a list of all international tourism organisations with their relevant details.

2. Collect all information about Golden Triangle and all tourists spot comes under it.

3.13 ACTIVITIES :

1. Collect the information of arrival of tourists in your own state & their spending pattern on tourism.

2. Find out India's recent earning and expenditure on tourism

3.14 CASE STUDY :

India attract many tourists from all around the world because of diversity in language, religion, weather and varieties of tourist destination available in India In the year of 2017, 90 lack foreign tourists visited India. This is very strong and significant growth registered by Indian Tourism.

India has improves its reputation in world tourism significantly in last decade. Among its great achievement, the most significant one is that India is improving its rank in global tourism statistics. India was ranked 65 in 2013, and 52nd position in 2015 in Travel & Tourism Competitive Index (TTCI), but in 2017, India is ranked at 40th position, which is very good improvement in last 4 years. This clearly represents India's better position in tourism market.

Not only that, as per Foreign Tourist Arrivals (FTAs), India registered 90.01 lack foreign tourists in 2017 which is a growth of 15.6 per cent from the year 2016. That shows how much India as a tourist destination is loved by foreign tourists. Even growth in same period in regard with domestic tourism is 12.7 per cent

❖ **Discussion Questions :**

1. Research and find out the reason of India's rapid growth in tourism, especially in attracting foreign tourists.

2. What extra suggestion you can provide to further improve India's position in world tourism market.

3.15 FURTHER READING :

Hotel Management – Education and Environmental Aspect, Yogendra K. Sharma 2005, KANISHKA Publishers, Distributors, New Delhi ISBN 81–7391–758–2

BLOCK SUMMARY :

In this block, we have introduced hotel industry and travel and tourism industry along with tourism sectors. Further we have seen how and when hotel industry started, different types of ancient accommodation. We have also seen categories of hotel and their examples. We also learnt the modern hotel grading system and how the hotels are graded worldwide. In the first unit, we have also learned history and name hotel chains and heritage hotels in India.

We also learned the history of travel and tourism, how tourism started, and who all famous international travellers in history are ? We have also seen classification of tourism industry and learnt that hotel industry is also a part of tourism industry. We studied different forms and types of tourism and tourists. History of transportation is also discussed in this block– how and when transportation started. We have also seen world's tourism statistics and receipts of world's highest tourism spender and earners. We have also seen how to attract domestic and international tourists.

BLOCK ASSIGNMENT :

❖ **Short Questions :**

1. Provide 2 definition of hotels which are not given in the block

2. List down all important and great tourists, who travel to various countries of Asia.

3. What are different Sanskrit words that define tourism ?

4. List different forms of tourism.

❖ **Long Questions :**

1. Collect complete information about Buddhist Circuit.

2. Give do's and don'ts for ant tourist visiting foreign country.

3. Write down the changing profiles of hotel industry.

❖ **Enrolment No. :** [   ]

1.   How many hours did you need for studying the units ?

Unit No.	1	2	3	4
No. of Hrs.				

2.   Please give your reactions to the following items based on your reading of the block :

Items	Excellent	Very Good	Good	Poor	Give specific example if any
Presentation Quality	☐	☐	☐	☐	_____
Language and Style	☐	☐	☐	☐	_____
Illustration used (Diagram, tables etc)	☐	☐	☐	☐	_____
Conceptual Clarity	☐	☐	☐	☐	_____
Check your progress Quest	☐	☐	☐	☐	_____
Feed back to CYP Question	☐	☐	☐	☐	_____

3.   Any other Comments

....

....

....

....

....

....

....

....

INTRODUCTION TO HOSPITALITY MANAGEMENT

BAOU
Education
for All

DR. BABASAHEB AMBEDKAR OPEN UNIVERSITY

AHMEDABAD

ROLE OF SELF INSTRUCTIONAL MATERIAL IN DISTANCE LEARNING

The need to plan effective instruction is imperative for a successful distance teaching repertoire. This is due to the fact that the instructional designer, the tutor, the author (s) and the student are often separated by distance and may never meet in person. This is an increasingly common scenario in distance education instruction. As much as possible, teaching by distance should stimulate the student's intellectual involvement and contain all the necessary learning instructional activities that are capable of guiding the student through the course objectives. Therefore, the course / self-instructional material are completely equipped with everything that the syllabus prescribes.

To ensure effective instruction, a number of instructional design ideas are used and these help students to acquire knowledge, intellectual skills, motor skills and necessary attitudinal changes. In this respect, students' assessment and course evaluation are incorporated in the text.

The nature of instructional activities used in distance education self- instructional materials depends on the domain of learning that they reinforce in the text, that is, the cognitive, psychomotor and affective. These are further interpreted in the acquisition of knowledge, intellectual skills and motor skills. Students may be encouraged to gain, apply and communicate (orally or in writing) the knowledge acquired. Intellectual- skills objectives may be met by designing instructions that make use of students' prior knowledge and experiences in the discourse as the foundation on which newly acquired knowledge is built.

The provision of exercises in the form of assignments, projects and tutorial feedback is necessary. Instructional activities that teach motor skills need to be graphically demonstrated and the correct practices provided during tutorials. Instructional activities for inculcating change in attitude and behavior should create interest and demonstrate need and benefits gained by adopting the required change. Information on the adoption and procedures for practice of new attitudes may then be introduced.

Teaching and learning at a distance eliminates interactive communication cues, such as pauses, intonation and gestures, associated with the face-to-face method of teaching. This is

particularly so with the exclusive use of print media. Instructional activities built into the instructional repertoire provide this missing interaction between the student and the teacher. Therefore, the use of instructional activities to affect better distance teaching is not optional, but mandatory.

Our team of successful writers and authors has tried to reduce this.

Divide and to bring this Self Instructional Material as the best teaching and communication tool. Instructional activities are varied in order to assess the different facets of the domains of learning.

Distance education teaching repertoire involves extensive use of self- instructional materials, be they print or otherwise. These materials are designed to achieve certain pre-determined learning outcomes, namely goals and objectives that are contained in an instructional plan. Since the teaching process is affected over a distance, there is need to ensure that students actively participate in their learning by performing specific tasks that help them to understand the relevant concepts. Therefore, a set of exercises is built into the teaching repertoire in order to link what students and tutors do in the framework of the course outline. These could be in the form of students' assignments, a research project or a science practical exercise. Examples of instructional activities in distance education are too numerous to list. Instructional activities, when used in this context, help to motivate students, guide and measure students' performance (continuous assessment)

PREFACE

We have put in lots of hard work to make this book as user-friendly as possible, but we have not sacrificed quality. Experts were involved in preparing the materials. However, concepts are explained in easy language for you. We have included many tables and examples for easy understanding.

We sincerely hope this book will help you in every way you expect. All the best for your studies from our team!

INTRODUCTION TO
HOSPITALITY MANAGEMENT

Contents

BLOCK 2 : THE INDIAN TOURISM SCENARIO

Dr. Babasaheb Ambedkar   **BBAATR-101**
Open University Ahmedabad

Introduction to Hospitality Management

BLOCK 2 : THE INDIAN TOURISM SCENARIO

UNIT 1   TRAVEL RELATED PRODUCTS

UNIT 2   INTERNATIONAL TOURISM ORGANISATIONS

UNIT 3   ECOTOURISM AND ADVENTURE TOURISM

THE INDIAN TOURISM SCENARIO

Block Introduction :

Tourism has become a popular global leisure activity. In 2010, there were over 940 million international tourist arrivals worldwide, representing a growth of 6.6% when compared to 2009. International tourism receipts grew to US$919 billion (€ 693 billion) in 2010, corresponding to an increase in real terms of 4.7%. As a result of the late–2000s recession, international travel demand suffered a strong slowdown from the second half of 2008 through the end of 2009. After a 5% increase in the first half of 2008, growth in international tourist arrivals moved into negative territory in the second half of 2008, and ended up only 2% for the year, compared to a 7% increase in 2007. This negative trend intensified during 2009, exacerbated in some countries due to the outbreak of the H1N1 influenza virus, resulting in a worldwide decline of 4.2% in 2009 to 880 million international tourists' arrivals, and a 5.7% decline in international tourism receipts.

Tourism and travel–related services includes services provided by hotels and restaurants (including catering), travel agencies and tour operator services, tourist guide services and other related services.

One of the most crucial aspects of international tourism is the cross–border movement of consumers. This permits even unskilled workers in remote areas to become services exporters – for instance, by selling craft items, performing in cultural shows, or working in a tourismlodge.

International Tourism Organization plays a role in promoting the development of responsible, sustainable and universally accessible tourism, paying particular attention to the interests of developing countries. There are some official and non–official organizations, working for the tourism sector.

In this block we will be studying, what is travel related products, International Tourism Organisations and Ecotourism and Adventure Tourism.

Block Objectives :

After learning this block, you will be able to understand :

- All travel related services.
- Different types of Indian passports.
- Different types of visa and formats of different country's visas.
- A brief idea about international Tourism Organisation.
- About Ecotourism.
- About different Adventure tourism.
- Risks and safety measures associated with Adventure Tourism.

Block Structure :

Unit 1 : **Travel Related Products**

Unit 2 : **International Tourism Organisations**

Unit 3 : **Ecotourism and Adventure Tourism**

UNIT STRUCTURE

1.0   LEARNING OBJECTIVES :

After working through this unit, you should be able to :

•   List Travel Products & Services.

•   State various travel services.

•   Differentiate the various types of passports and visa.

•   Explain the rules and regulations related to luggage.

1.1   INTRODUCTION :

The terms 'tourism industry', 'travel industry' and 'tourism and travel industry' may be used inter–changeably to refer to the industry made up of business that provides travel related services. These businesses may be referred to as travel service suppliers or vendors. The services supplied by them may be called as 'travel products'. The people who purchase and use travel products are referred to as guests, customers, clients, passengers. Below table indicates theclear idea about the various travel service suppliers, travel products, and the end users of these products.

An airline sells tickets for air transportation. The ticket entitles the passenger to occupy a seat on the aircraft while it travels between two specified points. Similarly, a hotel sells the right to occupy a room for an agreed upon

period, called a stay. The most prominent feature of all these travel products is their temporary nature and the possession of all these products has both a starting point and an ending point. The users of these travel products make up tourism and travel market. This group is scattered all around and includes sales representatives calling on clients, company executives travelling to meetings, people visiting relatives and friends, experts attending conferences, families travelling on vacations and so on.

1.2 TRAVEL RELATED SERVICES :

The following table gives an idea about travel and tourism product :

Table 1.1

Travel Products & Services	Product & Service Providers	Product & Service Users
Travel Arrangements	Travel Agencies	Tourists
Air Transport	Airline	Passengers/ Travellers
Lodging	Hotel & Supplementary Accommodation	Guests / Travellers
Automobile Rentals	Car Rental Companies	Guests / Clients
Pre–Planned Trips	Tour Operators	Tourists
Cruise Accommodation	Cruise Liners	Tourists
Bus Transport	Bus Transport	Passengers/ Travellers
Rail Transport	Railways	Passengers / Travellers
Sightseeing Tours	Tour Guide	Tourists
Local Transport	Taxi Cab	Passengers / Travellers
Other (Yacht, Equipment Skill, Equipment Rental)	Respective Suppliers	Tourists

In addition to major segments of the travel industry, there are many other types of travel–related businesses, which have close relation with travel and tourism. The most important of them are :

1. Food and beverage businesses,
2. Travel insurance packages, and
3. Sports Operators

1.2.1 Food and Beverage Business :

Food and beverage is one of the largest industries. Millions of people are served each year by family restaurants, fast–food outlets, and hotel dining rooms. Many food and beverages depend on tourism, especially in resort areas. Travel agents are often called on to recommend restaurants but except for package tours that include food and beverages, do not receive commissions from restaurant bookings. However, a hotel concierge in a luxury hotel may receive commissions, referral fees, and gratuities for arranging restaurant reservations. Restaurant may be divided into five main categories, as given below :

• Classical Restaurants

• Occasional Restaurants

- Specialty Restaurants
- Family Style Restaurants
- Fast – Food Outlets.
- Flight Catering
- Occasional Catering

Classical Restaurants : This group of restaurants emphasize gourmet–style cuisine and are operated into European tradition. Classical restaurants have highly skilled chefs, most of whom have spent their entire life–times mastering the art of preparing fine meals. Many such establishments also have wine callers stocked with fine vintage wines. Another characteristic feature of the classical restaurant is elegant surroundings and a well–trained highly efficient staff.

Occasional Restaurants : These restaurants may be formal or informal, with a well–disciplined menu and moderate to high prices. The interior may be decorated like a fine diningroom, dressing room, or living room. Traditional, family style meals and an emphasis on 'atmosphere' are the main trait of occasional restaurants.

Speciality Restaurants : This category of restaurants has a limited menu that is cantered around a theme. The most popular ethnic restaurants specialize in Italian, Indian, Chinese, Japanese, Mexican, German, or Swedish cuisine. Some of the examples of these restaurants are steak houses, sea–food restaurants, and health–food restaurants.

Family–Style Restaurants : This group includes coffee shops and cafeterias. A typical family–style restaurant features a consistent level of food quality and services. Creating a sense of security and appealing a large cross–section of the dinning public. The menu may be either limited or diversified, but prices and services are usually moderate.

Fast–Food Outlets : Typical fast–food establishments are designed for efficiency and convenience, with a self–service counter, a limited menu, and competitive prices.

Flight Catering : Also known as In–flight catering involving the planning and preparation of meals and the assembly of meal trays designed to be served on board an aircraft.

1.2.2 Travel Insurance Package :

The main object of travel insurance is to protect travellers against monetary losses resulting from a wide range of potential travel–related problems. Travel insurance is generally sold through retail travel agencies. A client who purchases travel insurance receives a contract, called a policy, issued by the insurance company. Various types of policies are available, depending upon the client's needs, the type of trip and the prices or premium. The most common types of travel insurance are :

Trip Cancellation Policy : It ensures a traveller for non–refundable trip costs in the event that a trip is cancelled for reasons that are beyond the traveller's control.

Trip Interruption Policy : It ensures a traveller for unexpected travel costs in the event that a trip is interrupted and the client became stranded. Insurance for trip cancellation and interruption are often combined in one policy.

Personal Liability Insurance Policy : It ensures travellers for costs of accidental injury or property damage to the third party.

Comprehensive Insurance Policy : It ensures traveller for medical costs caused by accidents or illness during a trip, reimbursement for added expenses if a trip is cancelled or interrupted, and compensation for damage, loss, or theft of personal property.

Travel insurance rates are regulated by state laws. Premiums for trip protection are usually based on a set of percentage of the total trip cost. Such policies are commonly sold with package tours. Besides travel insurance, personal accident policies are also available for special categories of travellers such as adventure tourists (mountaineers, skiers, and scuba divers).

1.2.3 Sports Operators :

The major sport operators are boat charters and scuba dive operators. These operators pay commission to tour wholesalers and retail travel agents. They may sell their services directly to the public. Boat charters include fishing charters as well as yacht charters. Chartered fishing vessels that transport group of eight or more passengers are referred to as 'party boat'. For ocean enthusiasts, yacht charters offer an affordable alternative to an upscale cruise or deluxe lodging establishment, with additional privacy and the opportunity for independent travel. A bare–bones charter includes only the sailing vessel, whereas a crewed charter includes the services of a trained crew, including a licensed captain and a cook. The scuba diving industry is one of the fastest growing travel related industry.

The scuba diving industry embraces a diversity of components, ranging from boat charters to lodging establishments. Live abroad are small passenger vessels that operate specially cruises for scuba divers. Fully equipped for diving, a typical live board moors in remote dive destinations.

❑ **Check Your Progress – 1 :**

1. Flight Catering comes under food and beverage business :

   (A) True   (B) False

2. Lodging is not a part of travel related services :

   (A) True   (B) False

1.3 PASSPORT :

A passport is a travel document issued by a national government that identifies the bearer as a national of the issuing state and requests that the bearer be permitted to enter and pass through other countries.

Passports are connected with the right of some protection abroad by the government of the country of which one is a national and with the right to enter the country of which one is a national. However, the right of protection does not arise from a passport, nor does the right to enter. Each right arises from **nationality**. A passport proves the nationality of the bearer and, consequently, their right of protection and right to enter.

Passports usually contain the holder's photograph, signature, and date of birth, nationality and sometimes other means of individual identification. Many countries are in the process of developing biometric properties for their passports in order to further confirm that the person presenting the passport is the legitimate holder.

Passports are usually required for international travel, though this is not always the case; they serve only as an internationally–recognized means of identification of the traveller. This requirement may be waived (the terminology may vary in different countries) in individu.0al cases or for classes of travellers.

1.3.1 Types of Passports :

Ordinary or Tourist passports are the normal passports issued to most citizens and have no special connotations. They are also known as normal passports.

Diplomatic passports are issued to diplomats and diplomatic representatives and other state employees according to the rules of a particular country. Having a diplomatic passport does not necessarily accord the bearer diplomatic immunity. Some countries' visa requirements may have different requirements for diplomatic and non–diplomatic passports. Occasionally they are given by states to foreign citizens with no passport of their own, often exiled VIPs who have been invited to live in that state, e.g. Constantine II of Greece travels on an Italian diplomatic passport.

Official or Service passports are issued to employees (or "Technical and Administrative Staff Members") of a government travelling for work related reasons who either do not qualify as diplomats or are not entitled to diplomatic status under the Vienna Convention.

Special passports are issued to high–ranking state officers and their dependents as a means of officially guaranteeing their exemption from visa requirements.

Alien's passports are documents issued by some countries to non–citizen residents.

A Collective passport may be issued, for example, for a school trip. All children on the trip would be covered by the group passport for the duration of the trip. A List of Travellers (LOT) is an EU variant of the collective passport that can be used for groups of school children. Visa national children may travel visa free within the EU if they are travelling on a) a list of travellers, b) in a party from a school and c) are resident in the state where the LOT was issued. In many cases these children may also travel without any further travel document.

Internal passports have been issued by some countries, as a means of controlling the movement of the population. Examples include the iqama in Saudi Arabia, the Soviet internal passport system and the hukou residency registration system used in the People's Republic of China.

Emergency or Temporary passports are issued to persons whose original passport has been lost or stolen and who need to urgently travel.

Business passports are passports with extra pages issued to frequent travellers.

Laissez–passer is a document issued by organizations such as the United Nations for their officials.

Family passports are passports that are issued to family units – parent(s) and child (ren).

Immigration Stamps on Passports

Immigration authorities usually place immigration stamps in passports at a border crossing as part of their immigration control or customs procedures.

This endorsement can serve many different purposes. In the United Kingdom the immigration stamp in the passport includes the formal "leave to enter" granted to a person subject to control when they enter the country. Alternatively the stamps activate and/or acknowledge the continuing leave conferred in the individuals' entry clearance.

Other authorities, such as the Schengen system, simply stamp a passport with a date stamp that does not indicate any duration and this stamp is taken to mean either that the person is deemed to have permission to remain for 3 months or an alternative period as shown on their visa. In both systems it is not allowed to stamp the passports of persons not subject to Immigration Control, for example citizens of that country (or other EU nationals within the European Union). This is because the stamping of the passport imposes a control that the person is not subject to.

This does not apply in other countries where the stamp in a passport simply acknowledges the entry and exit of a person – for example in Australia, Russia or China.

Most countries have different stamps for arrivals and departures to make it easier for officers to quickly identify the movements of the person concerned.

The colour of the ink or the style of stamp may also provide such information. In Hong Kong just prior to and after the 1997 transfer of sovereignty from the UK to the People's Republic of China, arrival and departure stamps were identical at all ports of entry—but only those applied at the airport are in black ink. The stamps applied at Hong Kong's sea and land border crossings were applied in purple and red ink respectively. Immigration stamps applied by Macau's immigration service under Portuguese administration had slightly different borders depending on whether the person arrived by land, sea or air but were all applied in the same colour of ink.

1.3.2 Indian Passport :

Indian passports are issued to citizens of India for the purpose of international travel. It is proof of Indian nationality.

Consular Passport & Visa (CPV) Division of the Ministry of External Affairs is responsible for issuance of Indian passports to all eligible Indian citizens.

Passports are issued from 28 locations across the country and 160 Indian missions abroad.

❖ **Types of Indian Passports :**

- **Regular Passport (Navy Blue cover) –** Issued for ordinary travel, such as vacations and business trips (36or 60 pages)

- **Diplomatic Passport (Maroon cover) –** Issued to Indian diplomats, top ranking government officials and diplomatic couriers.

- **Official Passport (White cover) –** Issued to individuals representing the Indian government on official business.

❖ **Physical Appearance :**

Indian Passports have a navy blue cover, with the Emblem of India emblazoned in the centre of the front cover. The standard passport contains 36 pages, but frequent travellers can opt for 60 pages (as noted above).

Passport Holder Identity Indian passports have identity information printed on both front and back cover ends.Both of these pages are laminated to protect from modification.

The opening cover end contains the following information :

• Photo of Passport Holder

• Signature of the Passport Holder

• Type (P)

• Country Code (IND)

• Passport Number

• Surname

• Given Names

• Nationality

• Sex

• Date of Birth

• Place of Birth

• Place of Issue

• Date of Issue

• Date of Expiry

The information page ends with the Machine Readable Passport Zone. The closing end contains the following information :

• Name of Father/ Legal Guardian

• Name of Mother

• Name of Spouse

• Address

• Old Passport No. with Date and Place of Issue

• File No.

❖ **Passport Note :**

The passports contain a note from the issuing state that is addressed to the authorities of all other states, identifying the bearer as a citizen of that state and requesting that he or she be allowed to pass and be treated according to international norms. The note inside of Indian Passports states :

These are to request and require in the name of the President of the Republic of India all those whom it may concern to allow the bearer to pass freely without let or hindrance and to afford him or her, every assistance and protection of which he or she may stand in need.

By the order of the President of the Republic of India

The note–bearing page is typically stamped and signed by the issuing authority in the name of the President.

1.4 BAGGAGE ALLOWANCE :

Both the piece and weight systems are known as 'free baggage allowance'. If the traveller needs to take more baggage, they will have to pay an Excess Baggage Charge. The cost is calculated at between 1% and 1.5% (depending on the route) of the full economy one–way fare for each kilo of extra weight. These charges are often surprisingly high, so plan to stay within the Baggage Allowance shown on the ticket.

❖ **The Weight System :**

The weight system is used. And the baggage allowance depends on the class of travel :

- Economy Class 20 kg (23 kg with some airlines).
- Business Class/Club Class 30 kg.
- First Class 40 kg.

These allowances are shown on the ticket. For Business Class you're allowed 30 kg. All luggages are weighed at check in and if the total weight is greater than the allowance, then an Excess Baggage Charge will be made.

❖ **The Piece System :**

- Areas where the piece system applies :
- All flights to or from USA, Canada and Mexico.
- All domestic flights in the UK.
- Caribbean and some South American routes.

❖ **Baggage Norms around the World :**

- Weight and Number of Pieces
- These allowances are shown on the ticket. For Business Class you're allowed 30 kg.
- All luggage are weighed at check in and if the total weight is greater than the allowance.

❖ **Checked Baggage :**

Checked baggage means items that are taken from the traveller as they check in. All airlines limit how much baggage a traveller can check in. They also limit how much baggage a traveller can carry onto the aircraft.

There are two types of allowance for checked baggage – per piece and by weight and they depend on route.

❖ **Hand Baggage :**

Please note in light of recent increased security measures in place at UK airports the following advice regarding hand luggage is applicable :

❖   **Cabin Baggage :**

The Department of Transport within the UK has issued revised requirements relating to cabin baggage.

Passengers are permitted to carry ONE piece of cabin baggage through the airport security search point, which must not exceed a maximum length of 45cm, width of35 cm and a depth of 16cm (17.7" x 13.7" x 6.2" approx).

However, restrictions are still in place as to what can be carried within the baggage. No liquids of any type are permitted beyond the airport security check, other than :

Prescriptive medicines in liquid form sufficient and essential for the flight (e.g. diabetic kit) as long as verified as authentic Baby milk and liquid food (the contents of each bottle or jar must be tasted by the accompanying passenger)

Note – the definition of liquids includes gels, pastes, lotions, liquid/solid mixtures and contents of pressurized containers e.g. toothpaste, hair gel, drinks, soups, syrups, perfume, deodorant, shaving foam, aerosols etc

Also to help progress through security search points passengers are encouraged not to include items capable of containing liquids (e.g. bottles, flasks, cans, tubes, plastic containers etc) in their cabin baggage.

All laptops and large electrical items (e.g. large hairdryer) must be removed from the bag and placed in a tray so that such items neither obscure nor are obscured by the bag.

For all US departing passengers the following restrictions apply :

•   No Liquids Or Gels Of Any Kind Will Be Permitted In Carry On Baggage. Such Items Must Be In Checked Baggage. This Includes All Beverages, Shampoo, Sun Tan Lotion, Creams, Tooth paste, hair gel and other items of similar consistency.

•   Exception : Baby formula, breast milk or juice if a baby or small child is travelling; prescription medicine with a name that matches the passenger's ticket; and insulin and essential other non–prescription medicines, which all must be presented for inspection at the checkpoint.

•   Beverages purchased in the boarding area (beyond the checkpoint) must be consumed before boarding because they will not be permitted on board the aircraft.

Passengers travelling from the U.K. to the U.S. will be subject to a more extensive screening process.

❑   **Check Your Progress – 3 :**

1.   How much weight is allowed on first class ticket of an airline :

       (A) 30 Kg   (B) 40 Kg   (C) 20 Kg

2.   How much weight is allowed on Economy class ticket of an airline :

       (A) 30 Kg   (B) 40 Kg   (C) 20 Kg

1.5   VISA :

It is a document issued by a country giving an individual permission to formally request entrance to the country during a given period and purposes and usually stamped or glued inside of a passport or sometimes issued as separate pieces of paper.

Many countries require possession of a valid passport and visa as a condition of entry for foreigners, though there existent exemptions.Visas are associated with the request for permission to enter (or exit) a country and are thus, for some countries, distinct from actual formal permission for an alien to enter and remain in the country.Some countries require that their citizens and sometimes foreign travellers obtain an exit visa in order to be allowed to leave the country.

❖   **Conditions of Issue :**

Some Visas can be granted on arrival or by prior application at the country's embassy or consulate or sometimes through a specialized travel agency with permission from the issuing country in the country of departure. If there is no embassy or consulate in one's home country, then one would have to travel to a third country (or apply by post) and try to get a visa issued there. The need or absence of need of a visa generally depends on the citizenship of the applicant, the intended duration of the stay and the activities that the applicant may wish to undertake in the country he visits; these may delineate different formal categories of visas, with different issue conditions.

Some, but by no means all, countries have reciprocal visa regimes : if Country A requires citizens of Country B to have a visa to travel there, then Country B may apply reciprocity and require a visa from citizens of Country A. Likewise, if A allows B's citizens to enter without a visa, B may allow A's citizens to enter without a visa.Examples of such reciprocal visa regimes are between :

A fee may be charged for issuing a visa; these are typically also reciprocal, so if country A charges country B's citizens 50 USD for a visa, country B will often also charge the same amount for country A's visitors. The fee charged may also be at the discretion of each embassy. A similar reciprocity often applies to the duration of the visa (the period in which one is permitted to request entry of the country) and the amount of entries one can attempt with the visa. Expedited processing of the visa application for some countries will generally incur additional charges.

❖   **Types of Visa :**

Fig. 1.1 USA Visa
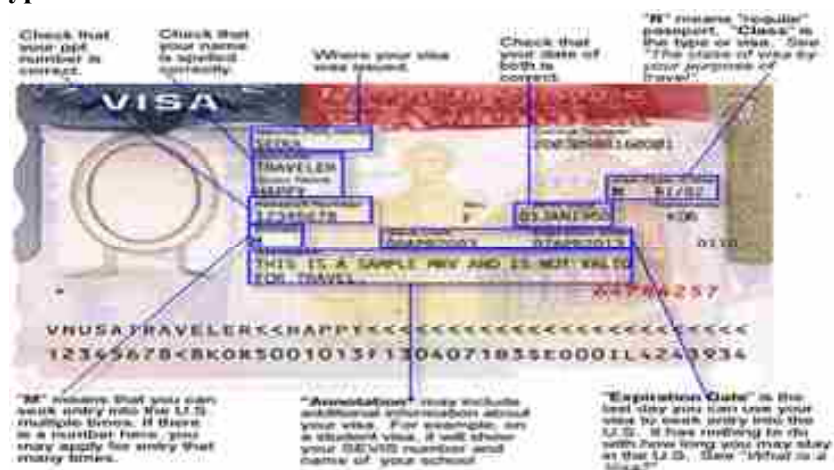
D. Indian Visa issue date (format might be different from MM-DD-YYYY).
4. Name of Indian visa holder.
5. Traveler's passport number.
U. Indian Visa remarks.
11. Number of allowed entries to India (subject to visa validity dates).
16. Date of Indian visa expiration.
18. Purpose of entry to India (type of Indian visa).
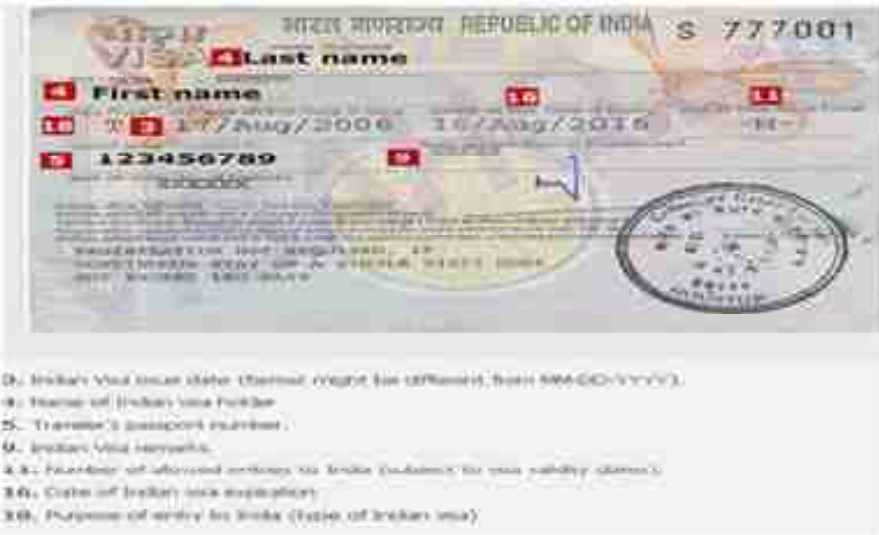
Fig. 1.2 Indian Visa

Fig. 1.3 Russian Visa

Fig. 1.4 Chinese Visa

❖ **Types of Visas include :**

• **Transit visa** usually valid for 5 days or less, for passing through the country to a third destination.

- **Tourist visa** for a limited period of leisure travel, no business activities allowed. Some countries do not issue tourist visas. Saudi Arabia introduced tourist visas only in 2004 although it did (and still does) issue pilgrimage visas for Hajj pilgrims.

- **Business visa** for engaging in commerce in the country. These visas generally preclude permanent employment, for which a work visa would be required.

- **Temporary worker visa** for approved employment in the host country. These are generally more difficult to obtain but valid for longer periods of time than a business visa. Examples of these are the United States' H–1B and L–1 visas.

- **On–arrival visa** granted immediately prior to entering the country, such as at an airport or border control post. This is distinct from not requiring a visa at all, as the visitor must still obtain the visa before they can even try to pass through immigration.

- **Spousal visa** granted to the spouse of a resident or citizen of a given country, in order to enable the couple to settle in that country. Examples include the United Kingdom's EEA family permit.

- **Student visa** which allows its holder to study at an institution of higherlearning in the issuing country. Students studying in Algeria, however, are issued tourist visas.

- **Working holiday visa** for individuals travelling between nations offering a working holiday programme, allowing young people to undertake temporary work while travelling.

- **Diplomatic visa (sometimes official visa),** is normally only available to bearers of diplomatic passports.

- **Courtesy visa** issued to representatives of foreign governments or international organizations who do not qualify for diplomatic status but do merit expedited, courteous treatment.

- **Journalist visa** which some countries require of people in that occupation when travelling for their respective news organizations. Countries which insist on this include Cuba, Iran, North Korea, Saudi Arabia, the United States (I–visa) and Zimbabwe.

- **Marriage visa** granted for a limited period prior to intended marriage based on a proven relationship with a citizen of the destination country. For example, a German woman who wishes to marry an American man would obtain a Fiancée Visa (also known as a K–1 visa to allow her to enter the United States).

- **Immigrant visa** granted for those intending to immigrate to the issuing country. They usually are issued for a single journey as the holder will, depending on the country, later be issued a permanent resident identification card which will allow the traveller to enter to the issuing country an unlimited number of times. (For example, the United States Permanent Resident Card).

- **Special Category Visa** is a type of Australian visa granted to most New Zealand citizens on arrival in Australia. New Zealand Citizens may then permanently reside in Australia under the Trans–Tasman Travel Arrangement.

Single–entry visitor visa to Canada Multiple–entry visitor visa to Canada

Visas can also be single–entry, which means the visa is cancelled as soon as the holder leaves the country, double–entry or multiple–entry, permitting multiple entries into the country with the same visa. Countries may also issue re– entry permits that allow temporarily leaving the country without invalidating the visa. Even a business visa will normally not allow the holder to work in the host country without an additional work permit.

Once issued, a visa will typically have to be used within a certain period of time.The validity of a visa is not the same as the authorized period of stay in theissuing country. The visa validity usually indicates when the alien can apply for entry to the country. For example, if a visa has been issued January 1st and expires March 30th and the typical authorized period of stay in a country is 90 days, then the 90–day authorized stay starts on the day the passenger reaches the country, which has to be between January 1st and March 30th. The traveller could therefore stay in the issuing country until July 1st.

Once in the country, the validity period of a visa or authorized stay can often be extended for a fee at the discretion of immigration authorities. Overstaying a period of authorized stay given by the immigration officers is considered illegal immigration even if the visa validity period isn't over (i.e. for multiple entry visas) and a form of being "out of status" and the offender may be fined, prosecuted, deported or even blacklisted from entering the country again.

Entering a country without a valid visa or visa exemption may result in detention and removal (deportation or exclusion) from the country. Undertaking activities that are not authorized by the status of entry (for example, working while possessing a non–worker tourist status) can result in the individual being deemed removable, in common speech an illegal alien. Such violation is not a violation of a visa, however despite the common misuse of the phrase, but a violation of status hence the term "out of status."

Even having a visa does not guarantee entry to the host country. The border crossing authorities make the final determination to allow entry and may even cancel a visa at the border if the alien cannot demonstrate to their satisfaction that they will abide by the status their visa grants them.

Visa and immigration laws may be very different among countries. As such, aliens are advised to check with the relevant officials for visa and immigration laws governing the countries they wish to enter and eligibility to receive visas or other immigration benefits.

❑ **Check Your Progress – 4 :**

1. Visa which is valid for 5 days or less, for passing through a country to a third destination is known as :

   (A) Tourist visa   (B) Transit Visa   (C) Student Visa   (D) Immigrant Visa

2. Visa issued for leisure travel and no business activities are allowed is :

   (A) Tourist visa   (B) Transit Visa   (C) Student Visa   (D) Immigrant Visa

---

1.6 LETS US SUM UP :

In this unit, we :

• Discussed various Travel Products & Services

• Explained about various travel services.

• Stated types of passports

• Listed types of visa

• Pointed out rules and regulations related to baggage.

1.7 ANSWERS FOR CHECK YOUR PROGRESS :

❑ **Check Your Progress 1 :**

   1. (A),   2. (B)

❑ **Check Your Progress 2 :**

   1. (A),   2. (B)

❑ **Check Your Progress 3 :**

   1. (B),   2. (C)

❑ **Check Your Progress 4 :**

   1. (B),   2. (A)

1.8 GLOSSARY :

Chartered Flight : Specially hired aircraft that takes a group of people on a package rate to a certain destination, and then flies them back. It works out cheaper because it is generally full load both ways.

Customs : They are there to check your baggage. Most passengers hate them.

Spouse Visa : Visa granted to someone's spouseof resident and citizen of a given country

Passport : It is a travel document issued by national government of a countrythat given right to a person to travel foreign country.

Visa : It is a document issued by a country giving an individual permission to formally request entrance to the country during a given period and purposes and usually stamped or glued inside of a passport or sometimes issued as separate pieces of paper.

1.9 ASSIGNMENTS :

1. Differentiate diplomatic and official passports with examples.

2. Collect information about latest travel products

1.10 ACTIVITIES :

1. Find out permitted baggage allowance and how much weight is allowed to carry on different airlines worldwide.

2. Collect information about documents and process required to apply for a passport.

1.11 CASE STUDY :

Post Covid–19 Opening of a Fine Dining Restaurant

A fine dining restaurant is full service restaurant which providehigh level of serviceto the guests. Fine dining restaurants is also called as white table cloth restaurant as they specially use white cloth cover on their tables. These tables are pre set with all cutleries, crockery, glasswareand linens for best experience for their guests. They have dedicated meal course, and they lay cutleries according to the sequence of course served in the restaurant.Fine dining restaurants use high quality of equipment with a great care taken to the décor of restaurant. These restaurants generally serve alcohol with food. They have wide range of food and beverage products for guests. Staff of fine dining restaurant has professional dress code

Situation : A fine dining restaurant is situated in a posh area of a big city, which is closed because of government guidelines on Covid–19 is reopening their restaurant after government orders.

❖ **Discussion Questions :**

1. What precautions you can suggest in relation to covid–19 guidelines in following areas

   (A) Seating Capacity

   (B) Sanitizing restaurant

   (C) Cleaning of cutleries, crockery, glassware and linens

   (D) Guest and employee Safety

1.12 FURTHER READING :

Travel and Tourism : A Global Scenario, KEKA LAHIRI, ICFAI UNIVERSITY PRESS (2006), ISBN–10 : 8131400603 ISBN–13 : 978–8131400609

∎

UNIT 02   *International Tourism Organizations*

2.0   LEARNING OBJECTIVES :

After working through this unit, you should be able to :

- Explain working of the International Union of Official Travel Organizations (IUOTO)

- State World Tourism Organization (WTO)

- Discuss Pacific Asia Travel Association (PATA)

- Clarify working of the International Air Transport Association (IATA)

- Discuss European Travel Commission

2.1   INTRODUCTION :

International cooperation in any field of activity in the modern world has assumed a great importance. The cooperation brings together governments worldwide for negotiations in activities mutually beneficial to all of them. The growth and development of any discipline largely depends on the manner in which it associates itself with those pursuing a similar discipline. The world bodies or the international organizations provide a platform where ideas are exchanged, topics of mutual interest discussed, and solutions arrived at. The participants coming from various disciplines– arts, science, medicine, commerce, travel, to name a few–meet together and discuss areas of mutual interest. Through these discussions new ideas and information develops which helps in the growth and promotion of a discipline.

In the field of tourism, organizations emerged with the objective of developing and promoting the subject of tourism. The international organizations in particular have played a key role in strengthening tourism by way of combined efforts and therefore their role is of vital importance. The increasingly international character of modern tourism and the growing influence of international agencies in various fields are reflected in the growth and development of international cooperation and organization in tourism. Organizers and the providers of various tourist services whether in the government, private or public sector come together at various forums at the international level to discuss and share common problems and arrive at certain conclusions ? The providers of tourist services sometimes meet as individuals or as individual firms, but more often when their national secretarial organization is a member of a particular international body, which has been set up for general or specific purposes.

Various international organizations in the field of tourism are operating today. Some of these organizations are specifically concerned with the development and promotion of tourism at the international level while others deal with the development and promotion of tourism in a particular region. There are other international organizations, which do not concern themselves specifically with tourism, but with fields indirectly connected will tourism like airlines, travel agents and the hoteliers.

2.2 INTERNATIONAL UNION OF OFFICIAL TRAVEL ORGANISATION (IUOTO) :

In the year 1963, the importance of the work of the international organizations in the field of tourism was recognized by the United Nations Conference on International Travel and Tourism held in Rome in the year 1963. The conference recommended that "the United Nations should consider the International Union of Official Travel Organizations (IUOTO), founded in 1947, as its main instrument for the promotion of tourism". The encouragement given by the United Nations to IUOTO paved the way for greater cooperation at the international level in the field of tourism.

The growth of international tourism in the twenties and the consequent need for cooperation between the national tourist bodies, led to the holding of an international conference in 1925 called by the National Tourist Office of Holland. Representatives of fourteen countries took part in the conference. Further conferences led to the setting up of the International Union of National Tourist Propaganda Organizations (IUNTPO) at The Hague. This body sought to promote facilitation and overcome the obstacles to free international tourist traffic; such obstacles having come about as a result of the 1914–18 World War. IUNTPO, whose general aims were more streamlined than its tide, established close contact with the Economic Committee of the Old League of Nations.

During the Second World War, IUNTPO had to discontinue its practical activities. It was with the object of contributing to post–war reconstruction that one of its members, the Travel Association of Great Britain and Northern Ireland, decided in the spring of 1964 to call a World Conference of National Tourist Organizations to discuss the restoration and reconstruction of travel facilitation destroyed by the war. The conference took place in London in October 1946 and the following year, in 1947, the International Union of Official Travel Organizations (IUOTO) was founded. The Organization represented over one hundred national tourist offices of various countries as full members and about eighty–eight

national and international organizations, of both public and private sector, as associate members. It was at that time the only organization whose activities related to every aspect of tourism throughout the world. One of its major tasks was the stimulation and coordination of tourism development. The category of full members was restricted to national tourist organizations or other organizations set up to promote the development of tourism establishments and recognized by the governments of the countries. The category of associate members was confined to international or national organizations, either commercial or non–commercial, representing tourist interest or interested in the promotion of tourism.

The only international organization IUOTO grouped together the governmental or official tourist organizations of all parts of the world on the basis of one for each country and territory. The principal aim of the organization was to stimulate and increase 14 free flows of persons in the interest of economic development and to strengthen social and cultural relations. This it tried to do by way of resolving the problems arising in the field of tourist movements and in the adoption of a common policy amongst members for all questions dealing with international travel. The organization tried in various ways to develop the touristindustry in the member countries and particularly by promoting measures on a national as well as on an international level, aimed at reducing travel barriers and stimulating the movement of travellers.

❖ **The Organizational Set–up :**

The following chart shows the various IUOTO bodies responsible for drawing up and implementing its policy :
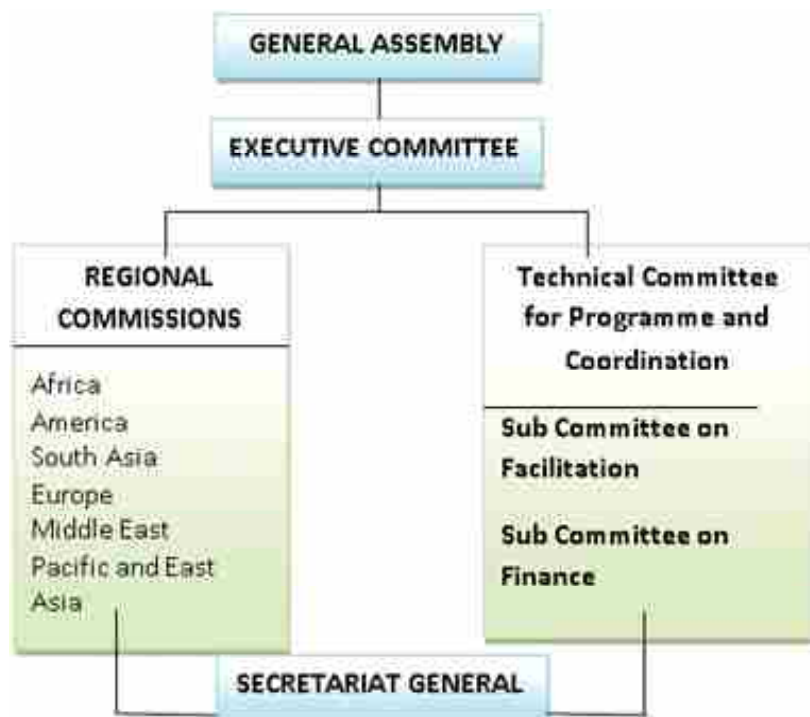
Fig. 2.1 : Organizational Set–up

❖ **The General Assembly :**

The General Assembly, which consisted of full and associate members, was a sovereign body of the IUOTO. It met once a year. It elected the President and the Vice President of the IUOTO, the members of the executive committee and the auditors and decided upon the applications for new membership. Laying down

the general policy of the organization and the actions to be carried out was another important function of the General Assembly.

❖ **The Executive Committee :**

The Executive Committee consisted of eighteen full members, representing the various geographical areas. The Presidents of the Regional and Technical Commissions presided over by the President of the IUOTO and assisted by the Vice Presidents in an ex–official capacity. The Executive Committee was responsible to the General Assembly for the direction of the affairs of the IUOTO.

❖ **Regional Commissions :**

The following Regional Commissions were created by the IUOTO :

1. The Regional Travel Commission for Europe comprised of the countries of western and Eastern Europe. The countries of Western Europe were also grouped in the European Travel Commission, which was an independent body responsible in particular for the collective publicity campaigns carried out in the United States of America.

2. The African Travel Commission oversaw the tourism in African areas that had vast possibilities for growth.

3. The Regional Travel Commission for the Pacific and East Asia. The members of this Commission were also members of the Pacific Area Travel Association (PATH), which had accepted to act as the regional commission for the Pacific and the East Asian Areas.

4. The South Asian Travel Commission was responsible for developing modern travel facilities in a very extensive area which had become travel conscious.

5. The Middle–East Travel Commission was responsible for developing travel facilities in the area. It had also created sub–commissions of the Arab and Non–Arab countries.

6. The Regional Travel Commission for the Americas was created following the acceptance of the Inter–American Travel Congress to act as the regional travel commission of the IUOTO for the American continent as a whole.

❖ **Technical Committees :**

IUOTO had the following technical committees :

1. Committee on the Elimination of Travel Barriers was concerned with the easing up of passport and visa requirements, frontier formalities including restrictions on the free circulation of publicity material, health regulations, taxes borne directly or indirectly by the tourists and tourist industry, currency controls and other matters which slow down travel.

2. Research Committee was charged with studying international travel statistics as well carrying out other special studies with the assistance of the Advisory Committee

3. Travel Plant Committee was responsible for studies on hotels as well as motels, hotel accommodation and classification, standardization of hotel guides, state aid to the hotel industry, the training of hotel personnel and additional means of accommodation.

4. Committee on Travel Development offered assistance to member countries in the field of travel, counselled national tourist offices on publicity

activities, dealt with social tourism and youth and credit travel. The Committee also dealt with travel films that came to be termed as an essential means of tourist publicity.

5. The Transport Committee was responsible for examining the existing conditions in the field of rail, road, sea and air transportation and suggesting better facilities and improvements. It studied and recommended measures to improve the conditions and facilities available at airports, seaports and land frontier entry points.

The Secretariat General was the principal executive body for the decisions of the Assembly and the Executive Committee as well as the Presidency. It ensured the liaison between the members of the IUOTO, carried out the studies entrusted to it by the IUOTO members and charged with administration. It produced various IUOTO publications and ensured the functioning of the Tourist Documentation Centre.

IUOTO had closer cooperation with the United Nations Economic and Social Council (ECOSOC), the World Health Organization (WHO), the International Labour Organization (ILO), the International Civil Aviation Organization (ICAO) and the Inter–Governmental Maritime Consultative Organization (IMCO). It also had permanent links with the regional commissions of the United Nations.

The Organization was set up with the following objectives :

1. To promote the economic development of countries through tourism

2. To enhance the social and cultural role of tourism in the life of nations

3. To further the vital contribution of tourism to international trade

4. To foster the steady expansion of international tourist flow

5. To update members with the results of tourist market research that would help them in keeping up to date with the developments in this field

6. To guard the interests of tourists as well as the tourist industry

7. To gain recognition of the value of tourism as a means of promotinginternational understanding and world peace

❖   **Activities :**

The organization undertook various activities like monitoring and identifying trends in world tourism, studies on travel demands, market trends, tourist motivation, surveys of environmental effects of travel expansion and formulation of recommendations for the protection of natural and cultural resources. Other activities included acting as a clearinghouse for tourist information, keeping its members informed on tourism development and its economic and social aspects, publication of material, fostering research in the field of tourism, organizing vocational training programmes and promoting the implementation of international agreements.

The various activities of IUOTO resulted in the countries significant achievements, some of which were undertaken jointly with other organizations. These included preparation and participation in the United Nations on Customs Facilities and Tourism (1954), initiation, preparation and participation in the United Nations Conference on International Travel and Tourism in Rome (1963) and initiation and realization of International Tourist Year (1967). Besides establishing the Tourist Documentation Centre, the IUOTO has been responsible

for organizing various international travel research seminars and workshops. Another significant achievement of IUOTO has been the establishment of the International Centre for Advanced Tourism Studies at Turin, Italy and organization of interdepartmental specialized seminars on marketing, management, physical planning and promotion. It had also organized correspondence courses for the staff working in the field of tourism. Annual compilation and publication of official international travel statistics is yet another significant achievement of the IUOTO.

The IUOTO was the only non–governmental organization whose activities covered almost every sector of tourism throughout the world. The organization made a pioneering effort in the stimulation and coordination of tourism development at the global level. The pioneering task of the organization is now being carried out by the World Tourism Organization (WTO), which came into existence as a result of the transformation of IUOTO on January 2, 1975. World Tourism Organization was called upon to succeed IUOTO.

❑   **Check Your Progress – 1 :**

1.   When was IUOTO founded :

(A) 1945   (B) 1947

2.   IUOTO is a government organisation :

(A) True   (B) False

2.3   WORLD TOURISM ORGANIZATION (WTO) :

The World Tourism Organization (WTO), an inter–governmental technical body dealing with all aspects of tourism began its legal existence on January 2, 1975. It was formed owing to the transformation of IUOTO and was called upon to succeed it. The swift expansion of travel had created the need for a world body able to deal with tourism problems at the government level and this led to the transformation of IUOTO into WTO.

The headquarters of the organization were set up in Madrid (Spain) in January 1976. The activities of the organization cover all sectors of tourism on a worldwide basis. WTO works in cooperation with all international organizations, the United Nations in particular, as well as with commercial and non–commercial bodies involved in tourism. The WTO has a very emphatic technical character.

The World Tourism Organization was originally conceived as an inter–governmental organization in a UN General Assembly resolution on December 6, 1969. This resolution called for the establishment of WTO to play a "central and decisive role" in the field of tourism and to maintain effective collaboration with the appropriate organs of the United Nations and its specialized agencies. At Torremolinos, in June 1977, the second General Assembly of WTO approved an Agreement with the United Nations for Cooperation and Relationship. On 20th December 1977, the 32nd General Assembly of the UN approved this Agreement, which is now in force. In immediate implementation of this Agreement, the UN General Assembly in December 1977 also approved a resolution sponsored by the Philippines with 24 cosponsors, including India, requesting the WTO "to intensify its efforts to promote tourism, particularly in the developing countries, through international cooperation and to report to the General Assembly at its 33rd session on action taken".

The WTO became an executing agency of the UNDP in May 1976. A few months later, UNDP Resident Representatives throughout the world became WTO representatives for all matters concerning technical cooperation in the field of tourism.

❖ **Aims :**

The aims of the organization are defined in Article 3 of the Statute, which is divided into the following three sections :

a. The fundamental aim of the organization shall be the promotion and development of tourism with a view to contributing to economic development, international understanding, peace, prosperity and universal respect for and observance of, human rights and fundamental freedoms for all without distinction to either race, sex, language or religion. The organization shall take all appropriate action to attain this objective.

b. In pursuing this aim, the organization shall pay particular attention to the interests of the developing countries in the field of tourism.

c. In order to establish its central role in the field of tourism the organization shall establish and maintain effective collaboration with the appropriate organs of the United Nations and its specialized agencies. In this connection, the Organization shall seek a cooperative relationship with and participation in the activities of the United Nations Development Programme as a participating and executing agency.

❖ **Membership :**

There are three categories of members of the organization. The categories are :

• Full Members

• Associate Members

• Affiliate Members

Full Members are all the sovereign states. Associate Members are the territories or groups of territories, not responsible for their external relations but whose membership is approved by the state assuming responsibility for their external relations. Affiliate Members are international bodies, both inter–governmental and non–governmental concerned with specialized interests intourism, as well as commercial and non–commercial bodies and associations whose activities are related to the aims of WTO or fall within its competence.

❖ **Activities :**

The WTO performs a number of activities for its members relating to promotion and development of tourism. The major activities include the following :

• Continual review of tourism trends and developments and exercising watchfulness over alterations in world social and economic conditions that affecting tourism, market fluctuations and maintenance of standards within the tourism sector.

• Clearing house for all available information on international and domestic tourism including statistical data, legislation and regulations, facilities and special events.

• Systematic collection, analysis and dissemination of data on various aspects of tourism

- Collating legislative texts, regulations and documentation with regard to all aspects of travel

- Conducting research studies covering tourism markets, plant and enterprises, physical planning and area development, promotion and marketing, economic analysis and financing techniques etc.

- Regular supply of studies, and updated information on developments in the various fields of tourism to its members

- Fostering the adoption of measures in cooperation with competent specialized bodies regarding simplifying frontier formalities and removing barriers to the free movement of a tourist

- Organizing and convening international conferences, seminars, workshops, round tables and technical meetings on all aspects of tourism.

- Preparing draft international agreements on tourism

- Examining vocational training programmes with a view to contributing to the establishment of suitable teaching programmes tailored to specific needs, especially in the developing countries.

WTO permanent activities include the collection and updating of available information on training needs and special activities include participation intechnical cooperation projects for vocational training. Through its international centre for Advanced Tourism Studies (CIEST), it provides a comprehensive range of vocational training and permanent education programmes by correspondence and residential study circles.

WTO Functioning–WTO functions through its various organs. The responsibilities of these organs are well defined within the framework of the organization. The three main organs through which the WTO functions are :

- General Assembly

- Executive Council

- The Secretariat

❖ **General Assembly :**

The General Assembly is the supreme organ of the organization. It is also the sovereign body of the WTO. The General Assembly is composed of delegates representing full members, associate members and representatives of Affiliate Members. It meets every two years and may consider any question and make recommendations on any matter within the competence of WTO.

It approves the organization's general programme of work and provides general guidelines for the administration of the Organization.

❖ **Subsidiary Organs :**

The General Assembly has created six subsidiary organs in the form of Regional Commissions. These are as follows :

- WTO Commission for Africa (CAF)

- WTO Commission for the Americas (CAM)

- WTO Commission for East Asia and the Pacific (CAP)

- WTO Commission for South Asia (CSA)

- WTO Commission for Europe (CEU)

- WTO Commission for Middle East (CME)

The task of the above six Regional Commissions of WTO set up by the General Assembly, is to implement the technical tourism recommendations of the Assembly in their respective regions. The Regional Commissions ensure the implementation within their respective regions, of the decisions and recommendations of the General Assembly and the Executive Council. Theyfunction and operate within the framework of the organization. The Regional Secretariats, which are the integral part of the WTO Secretariat, help the Regional Commissions in organizing and convening their conferences and meetings.

❖ **Executive Council :**

The Executive Council consists of Full Members elected by the Assembly at a ratio of one member for every five Full Members of the WTO Organization with a view to achieving fair and equitable geographical distribution. One Associate Member selected by the Associate Members of WTO and a representative of the Committee of Affiliate Members may participate in the work of the Executive Council without a right to vote. The Executive Council's task is to take all necessary measures in consultation with the Secretary General, for implementing the resolutions of the General Assembly. Composed of twenty–one Full members selected by the Assembly and Spain in its capacity as a Privileged Member, the council meets at least twice a year.

❖ **Subsidiary Organs :**

The Executive Council has created subsidiary organs. These are as follows :

• Technical Committee for Programme and Coordination (TCPC)

• Committee on Budget and Finance (CBF)

• Facilitation Committee

• Environment Committee

• Sub–Committee for the review of applications for affiliate membership

• Sub–Committee on Statistics

• Joint WTO–IATA Working Party

The subsidiary organs of the Council meet on a regular basis to discuss matters falling within their competence and on which they report to the coined.

❖ **Secretariat :**

The Secretariat of the Organization consists of the Secretary General and the staff members. The Secretary General is responsible for carrying out the general policy and work programme of the organization in accordance with the directions of the General Assembly and the Executive Council. The Secretary General ensures the legal representation of the organization.

The present structure of the Secretariat comprises general management, one division (relations, cooperation and development), three services, (generaladministration, finance, conferences and documents), six sections (personnel, statistics, studies, Africa /Middle East, the Americas/Europe, East Asia and Pacific/South Asia) and four units (technical cooperation, vocational training, public information and publications, documentation and technical information).

The Organization is performing extremely useful service of a concrete and creative character by facilitating the exchange of technical information, the

making of specialized studies, the holding of special seminars adapted to world regional requirements and advanced vocational training courses. The essentially practical nature of its work programme, tailored as it is to regional requirements, takes full cognizance of the problems peculiar to countries and regions in all stages of development, such as investments, financial questions, physical planning and area development, economic analysis, marketing and market surveys–all this not only with a secretarial approach but with a comprehensive concern from the point of vim of the state.

The creation of WTO coincided with the universal recognition of tourism as an important instrument of economic and social development and its consequent ascendancy to full government responsibility. An inter–governmental body of tourism officials, such as the WTO is empowered to act in the name of their governments and speak in terms of the impact of tourism on the balance of payments. The creation of WTO thus is not only a proof that the states are fully conscious of their own responsibilities in the field of tourism, but also of the establishment of tourism to its rightful ranking at the international level.

The WTO's activities cover all sectors of tourism on a worldwide basis. It provides an international forum where tourism officials, whether governmental or non–governmental, can discuss problems and exchange ideas. Representatives of the private sector also have access to its membership. WTO works in close cooperation with almost all international organizations, the United Nations' organizations in particular, as well as with commercial and non–commercial bodies involved in tourism.

❑   **Check Your Progress – 2 :**

1.   When was WTO formed :

(A) 2nd January 1975   (B) 2nd January 1951

2.   Full member of WTO are international tourism bodies :

(A) True   (B) False

2.4   PACIFIC ASIA TRAVEL ASSOCIATION (PATA) :

Pacific Asia Travel Association (PATA) was founded in the year 1951 as a non–profit corporation to stimulate interest in the Pacific region as a vacation land and to develop, promote and facilitate travel to and among the many Pacific destinations. The Association had 44 Founder Members. The Founder Lorrin Thurston, a leading newspaper publisher in Honolulu had an idea to organize all travel from the occident to the Pacific area in a consistent, cohesive and systematic manner as to ensure maximum benefit from the existing opportunities and the creation of fresh opportunities through multimedia publicity. PATAs first conference was held in January 1952 in Honolulu and its headquarters were established in San Francisco, USA in 1953. PATA has its own Director for Europe in London and works to promote traffic from the European into the Pacific region. PATA's first Asian office was opened in Manila, Philippines in 1976.

As a non–profit organization PATA was subjective of developing, promoting and facilitating travel to and their within the Pacific area and South East Asian region. It primarily operates in the United States market, which is the world's biggest travel market. The organization provides the meeting point for the people involved in all aspects of the travel trade from a large number of countries. It focuses attention on travel opportunities in member countries and builds up

greater awareness and specific contacts among the travel trade in countries from where the tourists originate. The underlying philosophy of PATA is that the entire travel industry must work together to develop an ever–increasing flow of pleasure travel from which each member will derive a fair share of the total business.

❖ **Activities :**

PATA activities include assisting small and up–and–coming destinations to develop their infrastructure, providing expertise and planning group travel schemes, destinations, hotels operations discounts. It provides up–to–date information and practical theoretical experience in the field of tourism. Through its Research Development, Education and Marketing Councils, PATA as a central source, supporting its diverse membership in tactic marketing programmes for their destinations and products together with training and educational programmes for human resources development. The annual conferences of the PATA and workshops provide greater scope to its members to share their idea and exchange views about promotion of tourism in their respective regions. PATA staffs are expects in their respective fields of unlike and research and, regularly exchange with others, information latest techniques and practice in their respective areas. All members benefit directly or indirectly from the continuing programmes of PATA, which include travel research, marketing, training programmes and the development of visitor plants and services.

Promotion occupies a major portion of PATA's total effort. The PATA publication, Pacific Travel News, is relied upon by wholesale and retail travel agents as an important source of authoritative material on the Pacific. PATA has produced the Pacific Area Destination Handbook, which compiles in a single volume all the data that is required for the planning and sale of travel and is the world's most authoritative and comprehensive handbook on 31 Pacific destinations. PATA also publishes its Hotel Directory and Travel Guide listing the hotels, resorts and travel services in the Pacific area. PATA has the following nine categories of membership :

(a) Active Government

(b) Associate Government

(c) Active Carrier

(d) Associate Carrier

(e) Active Industry

(f) Allied

(g) Affiliated Allied

(h) Associate

(i) Sustaining.

PATA control is vested in the Active government, carrier and industry members. The organizations qualifying for Active government or Active carrier membership have the right to membership. They do not require sponsorship and are requested to provide the Board of Directors with pertinent information. Membership in all other categories is at the discretion of the Board of Directors and requires not only that the organization comply with certain guidelines for eligibility but also that certain categories of PATA members must sponsor the new applicant and vouch for its stability and professionalism.

❖ **Secretariat :**

The PATA Secretariat located in San Francisco, USA, is the operational hub that links PATA members in all divisions, coordinating PATA's policies, plans, administration and finances, membership's and chapters, communications and planning for PATA's Annual Conference.

The work of the Association is divided into three divisions. Asia Division with its office located in Singapore looks after Japan, Republic of Korea, Republic of China (Taiwan), Hong Kong, Macau, the Philippines, Indonesia, Singapore, Malaysia, Thailand, India, Nepal, Bangladesh, Pakistan and Sri Lanka.

Pacific Division with its office in New South Wales, Australia looks after Australia, New Zealand, the Islands of the South Pacific and Micronesia.

Americas/Europe Division with its office in San Francisco looks after North and South America and Western Europe. This Division's activities are primarily promotional and include varied member activities, chapter support, PATA Travel Marts, international trade show participation, travel trade education, advertising, PATA merchandising and other revenue–generating programmes.

❖ **Finances of the Association :**

The Administration and programmes of the Association are financed by way of membership dues and the marketing assessments paid by all members. The amount of dues, however, varies with the category of membership. The marketing assessments of governments and carriers are calculated in accordance with a Stanford Research Institute formula. This formula takes into account, among other things, the growth in visitor arrivals and expenditures at member areas and the growth in traffic volume of carrier members. The association's financial position is reviewed by the Board of Directors at their monthly meetings and an annual audit is made by an outside accounting agency. In addition to membership dues and the marketing assessment amounts, there are additional revenues, which come fromAllied, and Associate Members, a portion of which is applied to various marketing programmes.

❖ **Functions :**

The Pacific Asia Travel Association performs a variety of functions. These include :

• **Pacific Travel Conference and Workshop :** During the first four months of each year, PATA sponsors and organizes a conference of its members with the objectives of reviewing the progress, exchanging ideas and planning for future programmes. These meetings are held at different areas. The annual conferences attract a large number of delegates from all over the world. The conference also serves as a unique promotional tool for the host government providing an opportunity to the travel industry from abroad to get a sample of what it has to offer in terms of tourist attractions and future tourism plans to the foreign visitor.

• **Marketing :** A long–range marketing programme coordinates all the promotional functions of PATA for a maximum impact in the consumer market and among sales agents. The marketing programme includes advertising, publicity and promotion. An extensive advertising programme schedule is carried in leading national magazines of North America with a view to increase interest in the Pacific region as a major travel area. The association prepares and distributes a wide selection of selling aids and

sales promotion materials to travel agents and tour operators throughout the world. A strong trade–advertising programme is directed towards travel agents in order to merchandise PATA's consumer advertising and sales promotion efforts. Weekly news releases, special feature stories and photographs are provided to the various newspapers, magazines and radio and television networks by the Association's Pacific News Service. Members may use the Association's materials, including photographs, for their own publicity purposes.

•   **Research and Development :** The Association's research programme is designed to provide it with the marketing information needed to formulate its own marketing programme as well as to provide its members with information, which will assist them in designing their own programmes. The Association organizes research seminars, research presentations and technical assistance programmes for its members. Another important facet of the research programme includes the collection, analysis and dissemination of Pacific travel statistics and an effort designed to constantly improve and standardize the tourism statistics of the Pacific region.

Fig. 2.2 : Organization of PATA

Today, PATA provides it members with an array of programmes and events created to promote the region as the preferred international destination. These activities also aim to develop a sustainable future for the travel industry and to assist members with professional development in a number of fields. Originally oriented towards sending visitors to the Pacific Asia region, PATA has grown to encompass the changing market place and now incorporates intraregional tourism within the PATA geographic boundaries.

The PATA Annual conference draws together the top decision makers in the region. The PATA Trade Mart focuses on marketing opportunities by matching the buyers and sellers of the region's tourism products. PATA's special– interest marketing seminars and marts are held regularly to help members target new business opportunities and learn the successful techniques for development.

PATA also keeps its members up–to–date on relevant industry trends via the strategic information centre, which provides members with timely research and market intelligence for business planning, product development and marketing.

PATA's office of Environment and culture and the PATH Foundation co–ordinates programmes to preserve the region's environmental, heritage and cultural resources. Through targeted marketing and promotional programmes, business networking opportunities and support and resources services, PATA provides a professional and personal growth. PATA's mission is to enhance the growth, value and quality of Pacific Asia travel and tourism for the benefit of its membership. PATA has long been an advocate of balancing growth with conservation measures.

❑ **Check Your Progress – 3 :**

1. Where was first Asian office of PATA opened in :

   (A) Beijing   (B) New Delhi   (C) Tokyo   (D) Manila

2. When was PATA found :

   (A) 1951   (B) 1952

2.5 INTERNATIONAL AIR TRANSPORT ASSOCIATION (IATA) :

In the business of travel, the International Air Transport Association (IATA), the world organization of scheduled airlines have played a key role since its inception in the year 1945. A world association of about 200 Active Members and 35 Associate Members, the International Air Transport Association was a result of the rapid expansion in the network of international airlines in the years following the Second World War. A need for the worldwide regulation of air traffic including co–coordinating international airfares and rates was felt and consequently an international convention was called by President Franklin D.Roosevelt of the United States of America at Chicago from November 1 to December 7, 1944. The Convention constituted two permanent bodies, namely,the international Air Transport Association (IATA) and the International Civil Aviation Organization (ICAO).

However, before reaching the position that it now occupies in the field of aviation, IATA passed through several stages, in parallel with a spectacular development of commercial aviation. Its modest beginnings date back to 1919 when the International Air Traffic Association was founded in Hague by half a dozen European airlines that had just been created right from the beginning; they recognized the need to cooperate in setting up a network for rationalizing airlines business.

The International Air Traffic Association expanded steadily with the development of air services in the world. Among other things, it drew up the general formula for tickets and transport documents adopted in 1927. The innovations and improvements introduced by the Association progressively placed unique tools at the disposal of the industry.

In November 1944, as the World War was coming to an end, 54 states met in Chicago to lay the first foundation of the new system that would soon be needed by civil aviation. The Conference led to the creation of the International Civil Aviation Organization

(ICAO), the international body set up by government to establish universal norms for the technical regulation of civil aviation. Indirectly, this Conference

was also responsible for the foundation of the International Air Transport Association–a non–governmental body officially set up in Havana in April 1945–which in practice, carried on the task assumed by the former IATA.

❖   **Aims :**

•   To promote safe, regular and economical air transport for the benefit of the people of the world, to foster air commerce and to study the problems connected therewith

•   To provide means for collaboration among the air transport enterprises engaged directly or indirectly in international air transport service

•   To cooperate with the International Civil Aviation Organization and other international organizations

❖   **IATA Organization :**

The IATA is a voluntary, non–political and democratic organization. Membership is automatically open to any operating company, which has been licensed to provide scheduled air service by a government eligible for membershipin ICAO. Airlines engaged directly in international operations are active members, while domestic airlines are associate members. IATA's work begins only after governments have promulgated a formal exchange of traffic and other rights (bilateral air transport agreements) and have licensed the airlines selected to perform the service. From that point on, the activity of IATA spreads through virtually every phase of air transport operations.

The basic source of authority in IATA is the annual general meeting in which all active members have an equal vote. A year–round policy direction is provided by an elected executive committee and its creative work is largely carried out by its financial, legal and technical and traffic advisory committees. Negotiations of fares and rates agreements is entrusted to the IATA Traffic Conferences with separate conferences considering passenger and cargo matters, all establishing agreements valid for periods of two years.

Members of IATA committees are nominated by individual airlines and, subject to the regulation and review of the executive committee, serve as experts on behalf of the entire industry. In the Traffic Conference, however, delegates act as representatives of their individual companies. While the executive committee fixes the terms of reference of these conferences, their decisions are subject only to the reviews of governments and cannot be altered by any other part of IATA.

The IATA administration is headed by a Director General and five Assistant Directors General. The Association has two main offices, one in Montreal and the other in Geneva. Regional Technical Directors are based in Bangkok, Geneva, London, Nairobi and Rio de Janeiro and Regional Directors (Special Assignments) in Singapore and Buenos Aires. IATA Traffic Service Offices are located in New York and Singapore. IATA's budget is financed from the dues paid by its members, largely in proportion on to the part of the total international air traffic carried by each airline. Some IATA activities are self–supporting through charges for services rendered.

A wide range of services provided by IATA includes the following :

•   The global planning of international timetables

•   The standardization of the inter–company communications and reservation system

- The international coordination of telecommunication networks and computer systems

- The single formula for tickets and airway bills

- The training of travel and freight agents

- The regulation of legal question of general concern, to develop security measures

- The examination and solving of the problems raised by tourism, the flow of passengers and goods at the airports and to establish procedures and technical norms

❖ **Activities :**

IATA's major purpose is to ensure that all airline traffic anywhere in the world moves with the greatest possible speed : safely, conveniently and efficiently and with the utmost economy.For the airlines, IATA provides machinery for finding joint solutions to problems beyond the resources of any single company. It has become the means by which they knit their individual routes and traffic handling. Practices into a worldwide public service system, despite differences between languages, currencies, laws and measurements. It is a pool of experience and information and the administrator of many common services and enterprises.

For governments, IATA furnishes the medium for negotiation of international rates and fares agreements. It provides the most practical way of drawing upon the experience and expertise of the airlines. It helps to carry out the fast and economical transport of international airmail and to make certain that the need of commerce and the safety and convenience of the public are served at all times.

For the public, IATA ensures high standards of efficient operation, proper business practice by airlines and their agents and the lowest possible fares and rates consistent with sound economy. Through the IATA, by one telephone call and payment in a single currency individual passengers can arrange journeys including many countries and the services of several scheduled carriers.

❖ **Operations :**

IATA member airlines are registered in some 100 nations. Their routes cross almost every country of the world at one time or another. It is the IATA's operational task to ensure that the aircraft utilized to carry the world's passengers and goods are able to proceed with maximum safety and efficiency, under clearly defined and universally understood regulations. It is IATA's commercial objective to ensure that people, cargo and mail can move anywhere in the global network as easily as though they were on a single airline within a single country. Plainly thesetwo categories of IATA activities are closely related in their connection with the cost of airline operation, the carrier's charges to the public and the desire to keep both of these as low as possible and in keeping with safety norms.

There is a constant and progressive effort to simplify and standardize devices, procedures and documentation within the airlines themselves, among governments and manufacturers and in collaboration with other international organizations.

❖ **Trade Association Activities IATA Finances :**

The IATA Financial Committee deals with all aspects of accounting and settlements between airlines in respect of the business they do with one another or on one another's behalf It is also concerned with many of the airlines' common

problems in regard to currency and exchange, taxation, charges, insurance and statistics.

Over the years, IATA has been able to reconcile the financial and accounting systems developed independently in many parts of the world before airlines were extensively linked by intercontinental routes. To do so, it has developed and is continuously working to improve standard manuals of revenue–accounting practices, forms for cost reporting and for operating profit and loss and surplus statements and similar documents and has made possible the application of electronic data–processing techniques in accounting and other fields.

An example of IATA's financial work is the IATA Clearing House, through which the airlines settle monthly accounts for interline revenue transactions. It enables them to collect and pay their worldwide debts simultaneously by single cash settlement in either dollar or convertible sterling, regardless of the number of national currencies involved. By offering accounts, the Clearing I–louse eliminates the necessity for cash payment of all but a small amount of the total value of monthly claims. It assures regular and timely settlements of interline debts, eliminates much correspondence and other paperwork, saves substantial foreign exchange expenses and, moreover, affords protection in the event of currency devaluations. Virtually all airlines are members of the Clearing House. Its facilities are also used for international clearance by the Airlines Clearing House, Inc., of the USA.

❖   **The Legal Committee :**

The Legal Committee of IATA, composed of experts drawn from more than 20 airlines, is concerned with all legal matters having a bearing on international air transport. One of its main activities is the formulation of the airlines' views in the development of international conventions affecting such matters as the liability of air carriers to their customers and to other parties, the commission of offence on board aircraft, the carriage of nuclear materials and the carriage of airmail.

Another important side of the committee's work is the legal aspects of traffic documents. Since the sale of a passenger ticket or the issue of a cargo waybill creates a contract between the airline and its customer, international airline documents must be effectual under many different systems of law. The Legal Committee has prepared the legal foundation for the present system of uniform traffic documents that can be used throughout the worldwide network operated by IATA members. The relationship between airlines and travel agents, by whom such documents are frequently issued, is also within the scope of the Committee's work New legal problems are arising with the introduction of computer ticketing, automatic baggage handling and the use of container for the carriage of cargo

❖   **Technical Committee :**

Cooperation of the airlines in operational and technical matters is channelled through the IATA Technical Committee, its annual technical conference and its various global and regional working groups. IATA technical activity is founded upon full exchange of information and experience among all the airlines. Out of the data, the airlines extract common requirements and observations, which guide the standardization and unification of their own activities, determine their practical advice and assistance to governments and act as guide to future

development in transport aeronautics. Policies approved are recorded in the technical manual.

IATA has played and continues to play, an important role in the drafting of the ICAO Standards and Recommended Practices, which form the accepted international pattern for the technical regulation of civil aviation, and cooperates closely with ICAO to encourage governments to implement them fully and keep them up–to–date. IATA works in much the same way with other organizations such as the International Telecommunications Union, the World Meteorological Organization and the International Organization for Standardization.

In addition, IATA provides means for member airlines to enter into consultation with ICAO, with individual states or with the countries comprising a particular region on the planning and implementation of air navigation facilities and services. This work is generally carried out, under the control of the Technical Committee, by global and regional working groups, which deal with new and developing problems in all technical fields of air transport operations.

The annual technical conference provides an international forum in which the airlines and related branches of transport aeronautics can discuss technical development on a broader basis. Whereas normal IATA technical work is concerned with the problems of integrating into airline use a particular new procedure on a device already available, the conference attempts to fix the relationship between devices, to work out the general requirements of the airlines for new equipment, devices and systems and to set up development priorities which will help airlines, governments and manufacturers, to attain their goals and maximum efficiency and economy.

There are also numerous sub–committees, which meet throughout the year. One is the Medical Advisory Committee, which deals with the physiological and psychological facts, which might affect the safety and well–being of aircrew and passengers. Its emphasis on preventive medicine has resulted in safe air travel for infants, elderly persons and the seriously ill, despite the speeds and altitudes of modern aircraft operations.

❖ **Traffic Conferences and Activities :**

The most difficult role IATA has to operate in is the field of traffic–a term that consists of the commercial activities of the airlines. As an airline association, IATA is particularly concerned with facilitating interline arrangements, the standardization of forms, procedures, handling agreements and the like which allow quick and easy exchange of traffic between airlines. In addition to this IATA is also a quasi–public agency to which many governments have delegated the responsibility for negotiating international agreements on international rates and fares subject to their approval.

Various countries have come to terms with the fact that the huge and intricate job of negotiating detailed agreements to meet the constantly changing conditions of world air commerce should be delegated in the first instance to the IATA Conference and that these agreements should become effective only after interested governments review and approve them.

To ensure unifying its member airlines into a single commercial network, IATA has produced a series of interline agreements between them (to which many non–IATA and domestic airlines and sea carriers are parties as well), covering all phases of passenger, baggage and cargo handling, reservation codes and

related matters. In almost all these areas, IATA works towards adapt the forms and procedure to processing by computer and teletype.

For the public, IATA has formulated a single formula for a ticket or airway bill on international air transport that is from anywhere in spite of the geographical barriers, national boundaries, linguistic, monetary, legal, economic and other differences. Through IATA agreements, the airlines have adopt standard codes of relations with their passenger and cargo agents and consolidators, which assure the agents of fair, uniform and non–discriminatory treatment. Committees screen and special boards all agencies and scrutinize their qualifications to serve the public and the airlines.

Such arrangements are usually carried out under the leadership of the Traffic Advisory Committee, expert working groups and Assistant Director General (Traffic) and his staff. This is usually under the guidance of other standing committees. Actual application, however, comes about mainly through formal resolutions that are subject to the approval of governments. Virtually every IATA traffic action is the result of this unusually comprehensive and successful process of international agreement reached through the IATA Traffic Conferences, where decisions must be taken by unanimous vote.

The Traffic Conference process comes up from the uncharacteristic nature of air transport. Every inch of the world's surface is accessible by air and the airlines fly between most of their major cities over a maze of interrelated routes. Nevertheless, every government reserves complete control over its own share of the airspace and the right for determining what the air services levy on the public. International fares and rates and conditions which underline them must therefore be fixed by international agreements in which virtually every country has some direct or indirect concern.

For administration purposes, there are three Traffic Conference areas : No.1 for the Western Hemisphere, Greenland and the Hawaiian Islands, No. 2 for Europe, Africa and the Middle East, including Iran and No. 3 for Asia, Australia and the South Pacific. Conference business is organised within the framework of these areas, or on an inter–conference basis, but practically, the interrelation of fares and rates throughout the world makes it necessary that all of these conference sessions are held at the same time and place.

Usually, worldwide composite conference meetings are held every two years–in the autumn–to review rates and fares for passengers operations and in spring to think about matters that involve air cargo. Special meetings are called in the interval and action is taken immediately by mail vote, subject to the same rules of unanimity and government approval. The sessions of the conferences are prefaced by months of careful preparation and study, not only by continuing traffic working groups, but also by research and cost committees, which forecast the result of operation to which fares and rates are related. Preparatory work of this nature is under the direction of a Commissioner, Commercial Planning and Coordination.

The workload of the conferences has been spread since the establishment of the permanent traffic conferences committees, which deal with traffic, handling procedures and agency matters except for fares, rates and commissions. These committees namely the Cargo Agency, Passenger Agency, Cargo Traffic Reservations and Passenger Traffic –also function based on unanimous vote.

Decisions of the Traffic Conferences and their permanent committees are subject to review and approval by interested governments before becoming effective. The conferences may accept the advice of other parts of IATA, but within their terms of reference they are responsible only to governments and thus to the public, for what they do. Enforcement of IATA resolutions is the duty of a Compliance Office, which, under the Director General, strives to ensure that members respect the obligations, which they have voluntarily assumed.

The flexible nature of the IATA traffic machinery is quite evident over the difficult years of expansion (from 1946). Not only have rates and fares been compatible on the "blue ribbon" North Atlantic routes, but they have also been effective on other major world trunk routes and on the regional feeder services in less developed areas. The trend of rates and fares has been downward and it is significant that the governments concerned have ever disapproved less than five per cent of the conference resolutions even in part. This is a substantial proof of JATNs minute concentration to the public interest. Over the years, other services have been added to the traffic organization. Among these is the Traffic Publications Office, which prepares prints and distributes IATA manuals of conference resolutions and recommended practices, directories and handbooks, which are the tools of the international industry.

❖ **Tariff Coordination Activities :**

The negotiation of international fares and rates for submission to various governments arises from the special nature of air transport. Airlines have their operations between major cities, which often have criss–crossing routes. For an airline, any country is accessible by air. Today governments in most countries of the world reserve control over their own airspace as also over what air carriers may charge the public for using their services. The subject of international rates and fares and the circumstances that emphasize them are the subjects wherein almost every country has some direct or indirect matter.

Tariff coordination framework of IATA is formed with the aim of providing sufficient flexibility Provision has been made for IATA members to introduce innovative passenger fares or cargo rates to respond quickly to market changes without necessarily affecting other tariff in their area of operation. Participation in such activity by IATA member airline is, however, optional. Airline representatives attend tariff coordination meetings as independent agents on behalf of their companies. Certain level of compromise in this case is advantageous; nevertheless, in the final analysis, governments may need resolving major disputes that are related to cargo rates and passenger fares. Tariff coordination meetings are held worldwide as and when the members consider these necessary. These meetings are held annually.

❖ **Facilitation :**

Another service of traffic is the facilitation section. In an industry based on speed, economy and service, red tape is a serious matter. Customs, immigration and health regulations hamper and delay the efficient transportation of passengers and cargo. Delays can add millions of dollars to the cost of operation. With international airlines operating in almost 200 countries and their operations subject to the regulation requirement of numerous public authorities in every country, cooperation becomes very vi MI. Cooperation starts with the airlines themselves. A programme to cut red tape is worked out and constantly reviewed by the IATA Facilitation Advisory Committee. For operation purposes, it is

handed over to more than 100 airlines personnel at the headquarters of their airlines throughout the world. The next step is to consult with the various governmental inspection services in a cooperative effort to work out simpler clearance documentation and procedures at airports where international passengers or cargo arrive and depart.

Cooperation carries right up the line from the individual nation to the United Nations and its specialized agencies, particularly ICAO, which sets standards and recommended practices for cutting red tape through Annex 9 to its Convention. Since the inception of IATA and ICAO, there has been constant collaboration. Numerous other international organizations, both governmental and non–governmental, Travel Agency Appointments cooperate with IATA to ensure the facilitation of air transport and to guard against the aircraft's particular vulnerability, which is the delay factor.

IATA has numerous tasks outside the formal framework of its committees and conferences. In postal matters, IATA is concerned with questions relating to the speedy and expeditions handling of mail and with the rates paid by governments to foreign airlines for the transportation of mail. It keeps up close association with the Universal Postal Union on these matters and has time after time encouraged reduction in airmail postage rates.

❖ **IATA Allied Service :**

IATA conducts various functions. The IATA collates and publishes industry statistics. It is a documentation centre and publishes on behalf of its members, issuing internal manuals, tabulations of airlines distances, technical surveys, reports and other important industry information. The Association Protection Advisory Committee comprises of senior representatives in the economic, technical, public relations fields and legal, studies the manner in which airlines can reduce noise and emissions and yet profit from the progress of technology.

In the field of public relations, IATA maintains a worldwide information programme, furnishes source material for students of air transport, acts as a spokesperson for the industry and provides a number of special publicity and promotional services. The work of IATA's Public Relations Department, guided by the Public Relations Advisory Committee, also includes the organization of PR Conferences and Regional Panels as part of its effort to foster cooperation among the public relations offices of member airlines.

In order to carry out several functions, IATA has a staff of over 500 people through the world and operates with funds provided in the form of annual dues paid by members.

Broadly speaking, IATA is the world association of scheduled airlines with which it coordinates its efforts to serve its passengers, shares their experiences and analyses their problems. Representing over 180 companies from100– odd countries, together they provide a bulk of world scheduled air services. IATA plays a leading role in three respects, on the basis of the aims defined in its statutes. The Association provides machinery for the airlines for finding joint solutions to problems often beyond the resources of any single company. Through the Association, airlines have succeeded in standardizing their operating methods and with their complementary routes, they have created a worldwide public service network, despite the many differences in language, currency, legislation and regulations.

The Association is able to act as an intermediary between governments and their users. It is the world parliament of airline companies and their spokesperson vis–a–vis various other international bodies. For governments, it serves as a forum where proposals for international rates and fares are formulated in a natural context for study and approval. For the general public it symbolizes the uniform quality of services, the use of rational commercial methods by airlines and agents, the simplification of formalities and the lowest possible fares and rates consistent with sound economy. The International Air Transport Association (IATA) plays a very important role in the area of representing and serving not only the airline industry but also the general public who use its services. The activities and goals of IATA cover the entire gamut in the areas of air transport, which is the key to the development of modem travel and tourism.

❑   **Check Your Progress – 4 :**

1.   IATA stands for :

       (A) International Air Transport Association

       (B) International Air Travel Association

       (C) Indian Air Travel Association

       (D) International Air Training Academy

2.   IATA officially setup in 1945 in :

       (A) New York   (B) New Delhi   (C) Havana   (D) Madrid

2.6   INTERNATIONAL CIVIL AVIATION ORGANIZATION (ICAO) :

The convention providing for the establishment of the International Civil Aviation Organization was drawn up by the International Civil Aviation Conference held in Chicago from November 1 to December 7, 1944. A Provisional International Civil Aviation

Organization (PICAO) functioned from 6 June, 1945 until the formal establishment of ICAO. The International Civil Aviation Organization (ICAO) wasformally established on April 4, 1947 as a specialized agency of the United Nations. ICAO has a membership of over 130 governments joinedfor the common purpose of promoting civil aviation on a global scale. The headquarters of the organization are located at Montreal, Canada. The organization has its regional offices in Mexico City, Lima, Paris, Dakar, Cairo and Bangkok.

The International Civil Aviation–Organization representing over 130 governments of various countries throughout the world provides the machinery for the achievement of greater global cooperation in the matters of civil aviation. Over the years, the organization has achieved great success in various matters relating to civil aviation.

❖   **Objectives :**

The main aim of the organization is developing the techniques and principles of international air navigation and fostering the planning and development of international air transport with the following goals in mind :

•   Ensuring the safe and methodical growth of international civil aviation all over the globe

- Encourage the arts of aircraft design and operation for peaceful purposes

- Encourage the development of airways, airports and navigation facilities for international civil aviation

- Achieve the requirements of the people of the world for economical, safe, efficient, regular, air transport

- Prevent economic waste caused by unreasonable competition

- Ensure that the rights of contracting countries are fully respected and that every contracting country has a fair opportunity to operate international airlines

- Avoid discrimination between contracting countries

- Endorse safety of flight in international air navigation

- Promote generally the development of all aspects of international civil aeronautics

In addition to the above, the International Civil Aviation Organization through its various proposals tries for the reduction of customs, immigration, public health and other formalities in order to facilitate air transportation. As part of the United Nations Development Programme, the organization provides technical assistance to states in developing civil aviation programmes. Development of regional plans for ground facilities and services needed for international flying is another important function of the Organization : The Organization disseminates air transport statistics and prepares studies on aviation economics. It also fosters the development of air law conventions.

❖ **Organization of ICAO :**

The principal organ of ICAO is an Assembly. The Assembly consists of all the members of the Organization and is the sovereign body of ICAO It meets every three years and reviews in detail the work of the Organization It sets the policy for the next three years. The Organization has a Council, which comprises of 30 states and which is elected by the Assembly for a period of three years. While electing the states, the Assembly gives adequate representation to :

1. Member states of major importance in air transport

2. Those member states not otherwise included which make the largest contribution to the provision of facilities for the international civil air navigation

3. Those member states not otherwise included and whose election will ensure that major geographical areas of the world are represented

As a governing body, the council gives continuous direction to the work of the organization. The main subsidiary bodies are the Air Navigation Commission, composed of 12 members elected by the council; Air Transport Committee, open to council members; and the Legal Committee, on which all members of ICAO may be represented.

A close look at the range of activities and objectives of both International Air Transport Association and International Civil Aviation Organization indicates that they play a key role in the growth and development of international air transport. Their role since inception has been that of fostering the growth of air transport. Although not directly concerned with tourism, they have, however, played an important role in its growth over the years by way of encouraging air transport.

❖ **Organization for Economic Co–Operation and Development (OECD) :**

The Organization for Economic Co–operation and Development (OECD) was founded in the year 1961 to foster economic growth and development for the member countries. The Headquarters of the organization are located in Paris (FRANCE). OECD has 24 member countries.

OECD has a tourism committee that comprises of tourism officials that are selected from all 24–member countries. Through its tourism, committee OECD carries out most of its work related to tourism the tourism committee produces regular reports and technical papers comprising statistical data on tourism development to and within these countries. Over the years, the members of the OECD have made concerted efforts to advance people's freedom to travel across borders with minimum barriers. The country members, which are selected from the 24 countries, have the task of influencing their respective governments about the nature and direction that tourism must take in major industrial countries. One of the important publications of OECD is the report' Policy and International Tourism in OECD Member countries" which is published every year and reviews current tourism issues and trends in tourism activity for each country. The review is done annually and serves as an important document for policy makers.

❑ **Check Your Progress – 5 :**

1. ICAO comes under United Nations :

   (A) True   (B) False

2. Headquarter of ICAO is in

   (A) Montreal, Canada   (B) New York

2.7 EUROPEAN TRAVEL COMMISSION (ETC) :

European Travel Commission (ETC) was established in the year 1948 as a non–profit–making body by the national tourism organizations (NTOs) of various European Countries. It has 26 member countries. The objectives of the European Travel Commission (ETC) are :

• To foster international tourism co–operation in Europe

• To exchange information on tourism development projects and marketing techniques

• To undertake/commission appropriate travel research concerning various issues related to travel and tourism

• To promote tourism within and to, Europe, from other parts of the world particularly from North America and Europe

The commission's functions include research, marketing and a range of allied tourism policy issues. The activities of the European Travel Commission are supported by the European commission, which considers tourism as an industry of great potential and of great economic and social significance within the community.

❑ **Check Your Progress – 6 :**

1. How many member countries are there in ETC :

   (A) 26   (B) 30

2. ETC was founded in

   (A) 1945   (B) 1948

2.8 LET'S US SUM UP :

In this unit, we :

•   Understood the working of the International Union of Official Travel Organizations

•   Learnt about State World Tourism Organization (WTO)

•   Discussed about Pacific Asia Travel Association (PATA)

•   Understood the working of the International Air Transport Association (IATA)

2.9   ANSWERS FOR CHECK YOUR PROGRESS :

❑   **Check Your Progress 1 :**

   1. (B),   2. (B)

❑   **Check Your Progress 2 :**

   1. (A),   2. (B)

❑   **Check Your Progress 3 :**

   1. (D),   2. (A)

❑   **Check Your Progress 4 :**

   1. (A),   2. (C)

❑   **Check Your Progress 5 :**

   1. (A),   2. (A)

❑   **Check Your Progress 6 :**

   1. (A),   2. (B)

2.10 GLOSSARY :

Executive Committee : Executive committee in International Tourism Organisation consist of representatives of different countries;typically consist of Chairperson, Vice Chairperson, Secretary and Treasurer. These all positions are represented by head of different countries.

Board of Directors : It is a panel of representatives of different countries in International Tourism Organisations who are mutually elected to represent their countries.

2.11 ASSIGNMENTS :

1.   Collect the information about present working of the ETC.

2.   Collect the names of all members of PATA

2.12 ACTIVITIES :

1.   India is a part of how many international Tourism organisations. List out those organisation.

2.   Find out the recent activities of WTO in response with COVID–19

2.13 CASE STUDY :

Sudden worldwide outbreak of pandemic COVID–19 has put world tourism at standstill as most of the country's borders are sealed for international travellers. People don't want to risk themselves and others in this situation. Because of this situation world tourism is facing its one of the worst uncertainty.

The cooperation of all tourism sectors and organisation is important in stopping this pandemic to spread. Tourism sectors and world tourism organisation cooperation is vital to limit the impact of virus. Tourists can also play an important role in this by giving right information of their travel to the authorities. World Tourism Organization(WTO) is working closely with World Health Organisation (WHO) to provide guidelines to the travellers worldwide.

❖ **Discussion Questions :**

1. Find out the guidelines issued by WHO for tourists worldwide.

2. Based on those guidelines brainstorm with your fellow students or colleagues and try to find out some more points which you can suggest to limit the spread of pandemic COVID–19

2.14 FURTHER READING :

International Tourism Management, A. K. Bhatia, Third Revised Edition, Sterling Publishers Pvt.Ltd; (11 February 2019), ISBN–10 : 9386245507 ISBN–13 : 978–9386245502

∎

UNIT 03 — Eco Tourism and Adventure Tourism

UNIT STRUCTURE

3.0 LEARNING OBJECTIVES :

After working through this unit, you would be able to describe :

• Ecotourism.

• Principles and benefits of ecotourism

• Understand Adventure Tourism.

• Understand classification of Adventure Tourism

3.1 INTRODUCTION :

Tourism industry and its demands cause seriousdamage to our environment. Because of increase demands of touring people, development at tourist's places can lead to destruction of its very natural resources that attracts travellers. Due to these reasons, travel industry characterized a new approach to tourism which supports the conservation of natural resources, habitats etc by avoiding harming or destroying normal environment. Tourism which has very less impact on

environment is known as Ecotourism or Ecological tourism. In travel and tourism industry Ecotourism is one of the largest growing sectors. The purpose of ecotourism in order to maintain species and habitats especially in underdeveloped regions is to engross tourists in non–consumptive, low impact and locally oriented environments. There are many other terms for ecotourism like sustainable tourism, green tourism, ethical tourism, environmentally friendly tourism, adventure travel etc.

It is a given that all travel will have some negative environmental impact, including pollution, habitat disruption and resource depletion. The challenge for ecotourism is to minimize that impact, which is one of ecotourism's ultimate goals, while providing economic incentives to local people and businesses.

One of the largest discrepancies in the travel industry is the confusion between ecotourism and adventure travel. While the terms are often used synonymously, their goals and impacts can be very different. Adventure travel insulates you from the local environment and then utilizes its resources. Unfortunately, there is a blur between the two. Adventure travel is definitely big business, but only some of it is green. Because the business is so vast and competitive, many tour operators adopt eco–friendly practices for their own self–preservation and to grow their business. They need to preserve these areas for future business, for that they need to adopt environmentally friendly activities.

3.2 ADVENT OF ECOTOURISM AND ADVENTURE TOURISM :

Adventure tourism starts with activities like mountaineering in Himalayas and rafting in rivers in 1970s. Opening of national parks and sanctuaries worldwide for general people led to another form of adventure travel which is known as jungle safari in 1980s. Ecotourism starts getting popular in general public at the start of 1990s. Its starts with a boom and its growth increase by 20 per cent every year since 1990 to 1996. Ecotourism and adventure tourism continued its growth in new century also and United Nation designated the year 2002 as International Year of Ecotourism because of its growing popularity. In 2004 World Tourism Organisation declares that ecotourism was growing three times faster than the tourism industry. For many countries, ecotourism is not simply a marginal activity to finance protection of the environment, but a major industry of the national economy. For example, in Costa Rica, Ecuador, Nepal, Kenya, Madagascar and territories such as Antarctica, ecotourism represents a significant portion of the gross domestic product and economic activity.

Rising conscious about the global warming and the destruction of the charm of its natural resources and beauty by the tourist are some biggest motivators for this market growth. Visiting to the new places or unexplored places offer a chance to socialize with the local population as people need a change from the stressful routine. It also helps to get to an opportunity to indulge in adventurous activities. Marine, national parks and other parks with biodiversity, local cultures, protected status and traditional protectors of natural environments are the main attractions in the ecotourism industry.

❑ **Check Your Progress – 1 :**

1.   Worldwide tourism effects environment in negative ways :

(A) True   (B) False

2. Ecotourism is one of the largest growing sector in tourism industry :

(A) True   (B) False

3. Which yeas was declared as International Year of Ecotourism by United Nation :

(A) 2000   (B) 2001   (C) 2002   (D) 2003

3.3 ECOTOURISM :

The word ecology is derived from Greek words 'Oikos' and 'logos'. Oikos means household and logos means study. Ecology is the study of life at home environment which signifies relation between people and their environment. The term ecology was first given by Reiter in 1868. It is generally, but not exclusively organised by specialised tour operators for small groups and large groups. Service provider partners at the destinations tend to be small locally owned businesses. The International Ecotourism Society defines ecotourism as "responsible travel to natural areas that conserves the environment and improves the well being of local citizens". Ecotourism can also be defined as "travel that contributed actively to the conservation of natural and cultural heritage : includes local and indigenous communities in its planning, development, and operations and contributes to their well being".

Following questions must be asked to confirm ecotourism practices :

- Is the environment is being cared for ?
- Is there a genuine effort to help the local community ?
- Are resources being left intact for future generations ?
- Is the local culture is being valued and honoured and not just photographed ?

3.3.1 Principles of Ecotourism :

All nature based forms of tourism in which main motivation for tourists is to observe and appreciate nature as well as the traditional cultures prevailing in natural areas and their protection. Ecotourism is about uniting conservation, communities and sustainable travel. This means that those who implement and participate in and market ecotourism activities should adopt the following ecotourism principles. The basic principles of ecotourism can be described in following points

- It contains educational and interpretation features
- It minimises negative impacts upon the natural and socio–cultural environment.
- Supports the conservation of natural areas and wildlife.
- Ecotourism include designing, constructing and operating low–impact facilities for tourists.
- Minimizes air and water pollution as well as tourist waste.
- Offers safe and enriching or educational visitor experiences.
- Build environmental and cultural awareness and respect.

- Provide positive experiences for both visitors and hosts.

- Provide awareness towards the conservation of natural and cultural assets, both among locals and tourists.

- Providing alternative employment and income opportunities for local communities

- Generate financial benefits for both local people and private industry.

- Respects the cultural tradition of the host destination.

- Maintains and enhances the landscape so as to avoid physical or environmental degradation.

- Maximizes opportunities for local prosperity for the host destination in the form of long–term tourism viability, local management control, quality employment, local retention of visitor spending, and fair distribution of economic and social benefits.

- Ecotourism helps in using non–renewable resources efficiently.

- Deliver memorable interpretative experiences to visitors that help raise sensitivity to host countries' political, environmental, and social climates.

3.3.2 Ecotourism Trends :

Latest ecotourism surveys can back–up the fact that currently people prefer eco–friendly products and services. In fact, one in three consumers prefers eco–friendly options during tourism. It might be the time to give your business a fresh start, below you will find the main trends in Ecotourism :

Empowerment of Women in Developing Countries : Different initiatives have been created to deliver a strong message to empower women around the world. There is the Me Too Movement, for example, the tourism industry is no exception to this. One of the recent trends in ecotourism is to improve and support the local women and empower them. Societies are searching for ways to promote gender equality and help women reach their full economic potential.

Nature Reserves and Safaris : Recently, various lodges and camps are opening in Africa, which is a significant step for eco–travel. This idea is to make travelling more responsible towards sustaining natural reserves.Game reserves primarily allow wildlife animals to live safely, and they also play a huge role in the development of communities in natural–diverse areas. Now, local communities get benefits from Ecotourism as they are contributing to protecting wildlife and making sure that their impact on the environment is favourable.

Discovering New Less Crowded Places : It isn't too delightful to visit a monument crowded with people, but that is not the only reason for avoiding crowded places. More often, travellers are taking more responsibility and avoiding places struggling with over–tourism and looking for new less crowded place which is on the top of the list of recent traveller.

Say 'No to Plastic : The plastic waste crisis has been quite a debate for the past few years and recent sentiments of people are completely against the usage of plastic. A 2017 study found that 6.3 billion tons of the world's 8.3 billion tons were plastic waste. Embracing ecotourism involves actively reducing plastic footprint. Travelling itself is an eye–opening activity; it could also allow people to notice the seriousness of some issues like the harsh consequences of plastic pollution.

International Conferences on Ecotourism : There are many Ecotourism, and Sustainable Tourism Conferences that take place around the world every year which is joined by several countries. They involve major tourist groups to support sustainability in the tourism industry and to protect popular natural destinations which are at risk.

What to Expect in the Future : Ecotourism has created a responsible market base that has attracted thousands of tourists who are more inclined towards sustainable and responsible travel. As of now, the conservation of frequently visited natural resources is one of the main challenges associated with the promotion of green tourism and ecotourism.

It is crucial to promote smart growth which is beneficial for local traders. Natural resources are flooded with hotels, restaurants andother travel services. As a consequence of unethical tourism, lots of local workers may live without basic sanitation, clean water, health services, proper education, and more.To create well–planned destinations in the future, governments should also take responsibility. Without local planning, ecotourism could be an additional problem for the landscape. Local communities need to realise that they need to protect their resources for the future, preserving the environment and assuring the future of tourism is friendly to our Earth

3.3.3 Benefits of Ecotourism :

• Builds environmental awareness and its conservation methods.

• Provides direct financial benefits for conservation to local area and local people.

• Provides employment to local people.

• Improving the well being of local people and thus empower them.

• Local culture is being honoured and valued by people visiting them.

• Ecotourism provides the opportunity for not only environmentalists, but also tourists to learn more about the ecosystems, biology, and geology of a specific location.

• Ecotourism can end cultural ignorance, stereotyping, and fear in the world through its ability to educate travellers.

• Ecotourism provides an impactful firsthand experience about sustainable living and eco–friendly practices.

• It also promotes and preserves traditional practices, locally grown food and crafted goods

- Some part of money spends on ecotourism, goes toward conservation efforts like reforestation and endangered species repopulation projects. Essentially, the more money spent on ecotourism, the easier it will be to finance conservation projects.

- It provides funds for ecological conservation and directly benefits the economic development and political empowerment of local communities.

- It promotes sustainable use of natural resources.

- Maximize tourism in particular area.

- It helps in conserving natural resources and natural beauty so that our future generation will be able to experience it.

❑ **Check Your Progress – 2 :**

1. Conserving environment, local resources are part of :

    (A) Ecotourism   (B) Mass Tourism

    (C) Religious Tourism   (D) Leisure Tourism

2. Tourism which involves travel in some remote natural areas where you have to face certain degree of risk while exploring the place is known as :

    (A) Ecotourism   (B) Adventure Tourism

3.4 ADVENTURE TOURISM :

Adventure tourism is a type of tourism which involves travel in some remote areas where you have to face certain degree of risk while exploring the place during the vacation. Adventure travel includes activities which are performed by humans like mountaineering, sky diving, scuba diving, river rafting, trekking, bungee jumping, rock climbing, hiking etc. Adventure tourism is increasing day by day involving exploration or travel to remote areas, where a traveller expects the unexpected. Adventure tourism is one of the fastest growing tourism because of its different nature as tourists of today seek unusual holidays that are different from the typical city or beach vacations. Advancement of technology such as artificial intelligence plays an important role in operating and functioning of adventure tourism. Furthermore, rising trend of social media players like Facebook and Instagram has created great opportunity for adventure service providers. Travellers seek for new and different experiences, thus adventure tourism market is rising rapidly. Social media platforms make travellers very curious to explore unexplored destinations and they are one of the major motivating factors for the growth of the adventure tourism market across the globe. Moreover surging focus, changing lifestyle and consumer behaviour are creating profitable opportunities for service providers.

Adventure tourism can be defined as "the movement of the people from one to another place outside their comfort zone for exploration or travel to remote areas, exotic and possibly hostile areas which must include overnight stay, but not last longer than one year".

3.4.1 History of Adventure Tourism :

Humans are travelling from ancient time for foods, jobs, work, for religious purpose, for wars, trade and for many other reasons. Adventurous travel was also very old form of travel for humans for hundreds of year in the form of exploration. People travelled in ancient time for exploration of sea roots to different countries, for new destination. However, commercial adventure travel is not a very old phenomenon. Commercial adventure travel includes hiring of a professional guide to provide a range of technical support, regional support, cultural and nature interpretation and equipment. In the mid 1800s, adventure travellers began to push the limits of adventures like mountain climbing and river rafting, with the first ascent of the Matterhorn in 1865 and decent of the Colorado River in 1869. Shortly thereafter, two key institutions were formed, The National Geographic Society and Explorers Club. These institutions are supporting adventures tourism continuously. In the mid–1950s, many adventurers attracted global attention and recognition, thus inspired many people to attempt their own expeditions.

Maurice Herzog's ascent of Annapurna in 1950, Sir Edmund Hillary and Tenzing Norgay's ascent of Mount Everest, and other successes were hailed in the media around the world. This was the takeoff of modern adventure tourism. Today, adventure tourism is a vibrant, dynamic, and one of the fastest growing sectors.

3.4.2 Classification of Adventure Tourism :

Adventure Tourism market can be classified in many ways. Classification of adventure tourism can be based on (i) Nature of risk involved (ii) On the basis of surroundings where adventure tourism is based.

3.4.2.1 Nature of Risk Involved :

Hard Adventure : Hard adventure refers to adventure activities with highest levels of risk involved, it requires intense commitment, advanced skills and courage. Hard tourism includes the activities like climbing mountains, rocks, ice trekking, trekking, caving, sky diving, bungee jumpingetc.Hard adventure activities are highly risky in nature. Advance and learned skills and trained professional guidance are required to perform these dangerous activities. Many

tourists died during climbing mountains, caving, trekking every day. There is an interesting fact that is for K2, world second highest mountain peak, for every two people who submit one dies.

Soft Adventure : Soft adventure is **activities with perceived low levels of risks. It requires minimal commitment and beginning skills to indulge in these activities. All of** these activities should be led by experienced guides as per law. Soft tourism includes the activities like backpacking, camping, hiking, kayaking, scuba diving etc.Soft adventure is a popular category in adventure tourism. On average 25% trips taken from North America and Europe are soft adventure trips.

3.4.2.2 On the Basis of Surroundings :

Ground Based Adventure Travel : Ground based adventure tourism refers to tourism activities that happen on ground surface. It includes mountaineering, caving, trekking, snow trekking, camping etc.

Air Based Adventure Travel : Air based adventure tourism refers to tourism activities that undertaken in air. It includes sky diving, hot air ballooning, paragliding, para motoring, parasailing, air safaris etc.

Water Based Adventure Travel : Water based adventure tourism refers to tourism activities that undertaken inside or on water bodies. It includes scuba diving, water rafting, river cruising, water sports, water surfing etc.

3.4.3 Risks Involved in Adventure Tourism :

There are two types of risks in adventure tourism. These two risks are

Micro Risks : The risks which a traveller faces and happens during adventure tourism or sport is known as 'micro risks'. These risks are directly appearing in front of traveller during adventure activities. These risks are the main attractions of adventure tourism and have positive impact on adventure tourism.

Macro Risks : These are the risks which affects the whole adventure tourism rather than individual adventure traveller. The local political environment, incident of terrorism, economic fluctuation and social conditions etc. are macro risks. Macro risks have negative impact on adventure tourism.

The goal of adventure tourism is having experience of beating risks, overcoming difficulties, and facing challenges rather than the perceived risk itself. These micro risks attract adventure traveller and acts as a main motivator to tourists. These are the risks which people are looking for. Perception of risks involved in adventure tourism is very subjective and depends on individual. Something which is risky for someone may be a fun activity to other. Risks associated with adventure tourism are :

- Loss of life
- Grave injuries
- Broken bones
- Flooding accidents
- Avalanches
- Equipment failure
- Mechanical failure
- Possibility of falling risks
- Terrorism
- Political disturbance
- Psychological disappointment with travel experience

3.4.4 Characteristics and Features of Adventure Tourism :

The combination of nature, culture and adventure activities marks adventure travel as an all–round tourist hotspot. Some unique characteristics and features of adventure tourism are :

- Physical activity, i.e. activities involving physical exertion or psychomotor skills.
- Contact with nature, i.e. activities bringing contact with the natural world in general, or with specific wildlife.
- Contact with different cultures, i.e. people, faith, lifestyles.
- Journeys through various vehicles like bikes, cars etc.
- Uncertain but adventure outcomes and lifetime experience.
- Danger and risk are attraction of adventure tourism.
- Different and uncertain challenges in adventure tourism.
- Anticipated rewards.
- Novelty and fun of learning new activity.
- Stimulation and excitement.
- Exploration and discovery of various naturally beautiful locations.
- Contrasting emotions of exploring new horizons.

3.4.5 Benefits of Adventure Travel :

Benefits of Adventure travels are :
- Employment generation
- Foreign exchange
- Economy development
- Support local community
- Creating business opportunities
- Conservation of natural resources

3.4.6 Safety Measures in Adventure Tourism :

The other important role of adventure tourism is safety of people involved in it. For safety measures traveller must plan their itinerary and it is important

to plan for worst possible scenario just in case if something goes wrong during the trip. Traveller has to find out weather forecast for the time when they are going for adventure tourism. Travellers should always leave a trail to be followed if they lost contact with the base. They should sign and mention dates on as many guest books as possible at every site or attractions they visit. It is important to make friends along the way with people who could remember them if shown a picture.

The other aspect of planning is to understand what safety equipment is required for a specific adventure and location where the travellers are going. The traveller needs sufficient and correct communicational equipment, for example : GPS equipment, emergency radio which shows weather forecast, radio phone etc to communicate. Traveller should also have correct knowledge of the environment and should have necessary protective gears in order to protect themselves. Each and every traveller should adhere to all safety rules and procedure. The other safety rule is to go through survival school on the environment where the traveller is going and in order to have opportunity to defend them and survive high risk situations. Adventure traveller must have proper safety equipment like complete first aid kit, personal protective equipment (PPE), etc.

❑ **Check Your Progress – 3 :**

1. Adventure activities with highest levels of risk involved is known as :

   (A) Hard Adventure   (B) Soft Adventure

2. Sky diving, Hot Air Ballooning, Paragliding, Para motoring, Parasailing, Air Safaris etc. are examples of :

   (A) Water Based Adventure   (B) Air Based Adventure

   (C) Ground Based Adventure

3. Mountaineering, Caving, Trekking, Snow Trekking, Camping etc. are examples of :

   (A) Water Based Adventure   (B) Air Based Adventure

   (C) Ground Based Adventure

4. GPS equipment, emergency radio, radio phone etc. are examples of :

   (A) Protective Gears   (B) Communication Equipment Devise

   (C) Paragliding Equipment

5. The local political environment, incident of terrorism, economic fluctuation and social conditions etc. are examples :

   (A) Macro Risks   (B) Micro Risks

3.5 LET US SUM UP :

In this unit, we :

• Understood the difference between Ecotourism and Adventure Tourism.

• Learned about the benefits of Ecotourism and Adventure Tourism.

• Outline the principles of Ecotourism and Adventure Tourism.

• Understood the risks involved in adventure Tourism

3.6 ANSWERS FOR CHECK YOUR PROGRESS :

❑ **Check Your Progress 1 :**

1. (A),   2. (A),   3. (C)

❑ **Check Your Progress 1 :**

1. (A),   2. (B)

❑ **Check Your Progress 1 :**

1. (A),   2. (B),   3. (C),   4. (B),   5. (B)

3.7 GLOSSARY :

Ecotourism : Tourism that has low impact on environmentthat avoids destroying and harming of natural resources. Ecotourism promote enjoyment without harming our mother nature.

Adventure Tourism : Tourism that promotes travelling to remote, hostile places out of their comfort zone for exploration of nature and any adventure sports which involves some type of risk.

Micro Risks : Risks faced by an adventure traveler while exploring an adventure sport is known as micro risks. Examples are injuries, broken bones or limbs, bruises etc.

Macro Risk : Risks that impact the adventure tourism as a whole. Examples are Political problem in area, public unrest etc.

Hard Adventure : Adventure activity which involves higher level of risks.

Soft Adventure : Adventure activity which involves lower level of risks.

3.8 ASSIGNMENTS :

1. Gather the information about famous adventure sports destinations in India.

2. List out important events which inspired adventure tourism.

3.9 ACTIVITIES :

1. Find out different programs carried out by Indian government to promote ecotourism

2. Find out biggest motivators for travelers to promote the growth of ecotourism in the world.

3.10 CASE STUDY :

Adventure is a need of monotonous life, people seeking adventure in India are our guest, customer and visitors of the culture of the country, therefore, it is the responsibility of people, tour agents and government of the country to provide best possible services to them. There is so much to improve but time is running out as the country is facing increasing competition from other Asian countries. The factor which mostly restrains adventure tourism in India is poor road condition and connectivity to adventure tour destinations. This problem is almost common for each region, once again pointing at poor state of infrastructure of the country. Apart from poor roads, lack of medical facilities, toilet and poor clean water facilities are also common in case of hilly states. In west zone Maharashtra is facing the problem of customer awareness about safety and risk

assessment, in south zone security measures in beaches is a concern. In north eastern states, complexity in issue of permits is pushing back adventure tourism activities. The discussion under this point makes it clear that most of the problems are infrastructure related and can be solved with improvement of infrastructure.

❖ **Discussion Questions :**

1. What is lacking in India which restrains adventure tourism growth in India ?

2. How can Indian government improve adventure tourism sector in India to attract more adventure travellers ?

3. How local communities can help government in improving adventure travellers overall satisfaction ?

3.11 FURTHER READING :

1. Ecotourism : Principles and Practices, Ralph Buckley, CABI Pub, ISBN–13 : 978–1845934576

2. Adventure Tourism, Ralph Buckley, CABI Pub, ISBN–13 : 978–1845931223

BLOCK SUMMARY :

This block details about tourism scenario in world, its travel related services etc. In this block we have discussed all travel related services like F&B business, travel insurance etc. We have also discussed various types of travel documents required for world travel such as passport and visas. We have also seen baggage allowances allowed with airlines. This block also discussed about all big international tourism organisations such as WTO, PATA, IATA, ICAO etc and their regulations and jurisdiction.

This block also introduced us with special types of tourism which is gaining popularity throughout the world– Ecotourism & Adventure Tourism. We have studied about advent, principles and benefits of above special tourism. We have also studied social impact of Ecotourism on the society and how it helps our world to sustain in these difficult times. We have also discussed the various forms of Adventure Tourism and risks involved with it. This block also gives information about safety measure requirement associated with Adventure Tourism.

BLOCK ASSIGNMENT :

❖ **Short Questions :**

1. Find out the foundation dates of all International Tourism Organisation in the world.

2. List out all information printed on an Indian passport

3. List out the principles of ecotourism.

4. List the principles of adventure tourism.

❖ **Long Questions :**

1. Explain all travel related services mentioned in this block.

2. Describe the difference between regular, diplomatic and official passports.

3. Describe all different types of visas in world.

4. Write a note on aims and activities of World Tourism Organisation.

5. Differentiate all types of adventure tourism.

❖ **Enrolment No. :**

1. How many hours did you need for studying the units ?

Unit No.	1	2	3	4
No. of Hrs.				

2. Please give your reactions to the following items based on your reading of the block :

Items	Excellent	Very Good	Good	Poor	Give specific example if any
Presentation Quality	☐	☐	☐	☐	_____
Language and Style	☐	☐	☐	☐	_____
Illustration used (Diagram, tables etc)	☐	☐	☐	☐	_____
Conceptual Clarity	☐	☐	☐	☐	_____
Check your progress Quest	☐	☐	☐	☐	_____
Feed back to CYP Question	☐	☐	☐	☐	_____

3. Any other Comments

....
....
....
....
....
....
....
....

INTRODUCTION TO HOSPITALITY MANAGEMENT

BAOU
Education
for All

DR. BABASAHEB AMBEDKAR OPEN UNIVERSITY
AHMEDABAD

ROLE OF SELF INSTRUCTIONAL MATERIAL IN DISTANCE LEARNING

The need to plan effective instruction is imperative for a successful distance teaching repertoire. This is due to the fact that the instructional designer, the tutor, the author (s) and the student are often separated by distance and may never meet in person. This is an increasingly common scenario in distance education instruction. As much as possible, teaching by distance should stimulate the student's intellectual involvement and contain all the necessary learning instructional activities that are capable of guiding the student through the course objectives. Therefore, the course / self-instructional material are completely equipped with everything that the syllabus prescribes.

To ensure effective instruction, a number of instructional design ideas are used and these help students to acquire knowledge, intellectual skills, motor skills and necessary attitudinal changes. In this respect, students' assessment and course evaluation are incorporated in the text.

The nature of instructional activities used in distance education self- instructional materials depends on the domain of learning that they reinforce in the text, that is, the cognitive, psychomotor and affective. These are further interpreted in the acquisition of knowledge, intellectual skills and motor skills. Students may be encouraged to gain, apply and communicate (orally or in writing) the knowledge acquired. Intellectual- skills objectives may be met by designing instructions that make use of students' prior knowledge and experiences in the discourse as the foundation on which newly acquired knowledge is built.

The provision of exercises in the form of assignments, projects and tutorial feedback is necessary. Instructional activities that teach motor skills need to be graphically demonstrated and the correct practices provided during tutorials. Instructional activities for inculcating change in attitude and behavior should create interest and demonstrate need and benefits gained by adopting the required change. Information on the adoption and procedures for practice of new attitudes may then be introduced.

Teaching and learning at a distance eliminates interactive communication cues, such as pauses, intonation and gestures, associated with the face-to-face method of teaching. This is

particularly so with the exclusive use of print media. Instructional activities built into the instructional repertoire provide this missing interaction between the student and the teacher. Therefore, the use of instructional activities to affect better distance teaching is not optional, but mandatory.

Our team of successful writers and authors has tried to reduce this.

Divide and to bring this Self Instructional Material as the best teaching and communication tool. Instructional activities are varied in order to assess the different facets of the domains of learning.

Distance education teaching repertoire involves extensive use of self- instructional materials, be they print or otherwise. These materials are designed to achieve certain pre-determined learning outcomes, namely goals and objectives that are contained in an instructional plan. Since the teaching process is affected over a distance, there is need to ensure that students actively participate in their learning by performing specific tasks that help them to understand the relevant concepts. Therefore, a set of exercises is built into the teaching repertoire in order to link what students and tutors do in the framework of the course outline. These could be in the form of students' assignments, a research project or a science practical exercise. Examples of instructional activities in distance education are too numerous to list. Instructional activities, when used in this context, help to motivate students, guide and measure students' performance (continuous assessment)

PREFACE

We have put in lots of hard work to make this book as user-friendly as possible, but we have not sacrificed quality. Experts were involved in preparing the materials. However, concepts are explained in easy language for you. We have included many tables and examples for easy understanding.

We sincerely hope this book will help you in every way you expect. All the best for your studies from our team!

INTRODUCTION TO
HOSPITALITY MANAGEMENT

Contents

BLOCK 3 : HOTEL OPERATIONS

Dr. Babasaheb Ambedkar   **BBAATR-101**
Open University Ahmedabad

Introduction to Hospitality Management

BLOCK 3 : HOTEL OPERATIONS

UNIT 1   DIVISIONS OF HOTEL

UNIT 2   FRONT OFFICE DEPARTMENT

UNIT 3   FOOD & BEVERAGE DIVISION

UNIT 4   OTHER DIVISIONS

HOTEL OPERATIONS

Block Introduction :

A hotel is defined by many as an operation in itself that offers lodging and ancillary services for individuals who have been away from home. The definition was comprised, keeping in mind the people from varied backgrounds and age groups who spend a lot of time away from home for various reasons. Therefore, it includes the traditional concept of hotels as well as other forms of lodging like condominiums, motels, camps, hostels, etc.

The various operations in a hotel reflect the working of the hotel. In other words, when the mangers and other managerial post individuals get down to planning the overall operations of a hotel, they have to include everything, right from the accommodation to the food and beverage services offered to the guests.

The first unit speaks of the classification of various divisions in a hotel. The second unit on the other hand speaks specifically of Front office division. Third unit discuss about F&B sector which is an equally essential element of the hotel operations. Fourth and final unit discuss the importance of other divisions which are considered as support division of every hotel.

Block Objectives :

After learning this block, you will be able to understand :

- Various hotel operations.
- Various divisions and departments of hotel.
- Housekeeping department and its layout.
- Complete working and organisation structure of Front office Department
- Various subsections of Front Office Department.
- Attributes of front Office staff.
- Organisation structure of F&B Service department
- Types of catering establishment.
- Sections of kitchen department

Block Structure :

Unit 1 : **Divisions of Hotel**

Unit 2 : **Front office Department**

Unit 3 : **Food & Beverage Division**

Unit 4 : **Other Divisions**

Divisions of Hotel

UNIT STRUCTURE

1.0   LEARNING OBJECTIVES :

After working through this unit, you should be able to :

•   Illustrate the various departments of hotels

•   Point out the functions of the departments of hotel

•   Outline the various sections of room's division department.

1.1   INTRODUCTION :

The primary function of a hotel is to provide lodging accommodation & meals. At the same time provides luxuries like recreation facilities etc. It is the responsibility of the hotel to pay maximum attention towards the comforts of the guests. The first interaction between the hotel & the guest is the reservation (when the guest enquires about the room). As first impression is the last impression & thus hotel should take efforts in giving good experience at the time of reservation. The reservation staff must keep themselves updated about the status of the rooms, the facilities & the amenities the hotel is offering. As rooms generate considerable revenue for the hotel, reservation demands a great deal of attentiveness & responsibilities. The reservations could be confirmed or waitlisted as well as guaranteed & non–guaranteed.

As a part of the front office team an individual is involved with one of the two processes reservation or registration on day–to–day basis. Hence, in this unit we cover the various means through which the hotel receives reservations. We then move on to covering the various processes that are followed by the front office staff once the guest has reserved a room at the hotel. The next important function that is centre of all activities of the front office department is registration.

This unit covers the various forms that are filled and various methods that are followed during this process checking–in a guest.

Food and beverage service has been written to detail the basic knowledge and skills necessary for those studying/or working at a variety of levels in food and beverage service. The book also provides frameworks on which to build further studies and on which to relate further acquired knowledge and experience.

Food service operations are continuing to enjoy tremendous improvement and development together with considerable advances in quality. The demand for food and beverages away from the home has increased and, with a broader spectrum of the population eating out, customer needs have diversified.

Food and restaurant styles are also diversifying to meet the challenges of the demands being made by increasingly knowledgeable and value conscious customers. Menu and beverage list contents are also continually being influenced by trends, fads and fashions, the relationship between health and eating, special diets, cultural and religious influences the advance of vegetarianisms, and customer acceptance, or otherwise of irradiation and genetically modified foods.

1.2   THE DEPARTMENTS OF HOTEL ORGANISATION :

A large hotel is run by a general manager and an executive committee comprised of the key executives who head major departments : room's division director, food and beverage director, marketing and sales director, human resources director, chief accountant or controller, and chief engineer or facility manager. These executives generally have a regional or corporate counterpart with whom they have a reporting relationship, although the general manager is their immediate superior.

Management structure differs among larger, mid–scale and smaller properties. The mid–scale and smaller properties are less complex in their management structures than the larger ones. In case of large organizations, every department will be managed by a manager where there will be executives working under him. Whereas in smaller setups, someone must be responsible for each of the key result areas that make the operation successful.

Someone must be responsible for each of the key result areas that make the operation successful. For example a small property may not have a director of human resources, but each department head will have general day–to–day operating responsibilities for the human resources function. The manager will have the ultimate responsibility for all human resources decisions. The same scenario is possible with each of the following areas : housekeeping & front office, engineering and maintenance, accounting and finance, marketing and sales, food and beverage management, and so on.

❖   **Revenue and Support Centre :**

Classification of the departments or divisions of a hotel can be done in a number of ways, such as by the service offered (food, beverage, rooms, recreation, etc.) or by grouping them as either a revenue centre or a support centre.

Revenue Centres (or operational departments) sells goods or services to guests and thereby generate revenue for the hotel.

Examples of major revenue centre's are :

•   **Rooms Division**

•   **Food and Beverage Division**

Minor or ancillary revenue centres are :

• **Guest telephones**

• **Guest laundry**

• **Recreational facilities**

• **Business centre**

Support centres provide a supporting role to the revenue divisions. These divisions usually do not provide direct services to guests and so do not generate revenue directly. But without their help revenue division cannot earn revenue

Examples of support centres are :

• **Sales and Marketing Division**

• **Accounting Division**

• **Engineering Division**

• **Security Division**

• **Human Resource Division**

❖ **Front–Of–House and Back–Of–House Departments :**

An alternative method of classifying hotel departments or divisions is by the extent to which they are involved in customer contact. In this respect, hotel departments may be divided into the front–of–house and the back–of–the–house departments.

Front–of–house departments are those in which employees have extensive guest contacts, such as reception, cashiers, concierge, restaurants, room service, bars and recreational areas.

Back–of–house departments are those in which the staffs has little or no direct guest contact, such as personnel, accounting and the engineering and purchasing departments.

❑ **Check Your Progress – 1 :**

1. In a large full–service hotel, the front office manager reports to the :

   (A) General Manager.   (B) Chief engineer.

   (C) Room Division Manager.

2. Which of the department is a part of Revenue Centre :

   (A) Housekeeping Department   (B) Front Office Department

   (C) Sales and marketing Department

1.3   THE ROOM DIVISION ORGANISATION :

1.3.1 Front Office :

The front office department is the most visible department in a hotel. It typically includes the reception desk, which is usually the place at which guests form their first impression of the hotel and functions as a focal point where registration and check out proceedings are done. The reservations, PBX, uniformed services and concierge are also part of the front office department. Each of these areas is responsible for certain functions and duties. Although each of these areas is separate, it is vital that they understand each other's work for a hotel to operate effectively and harmoniously. It is only through a team effort that a hotel can

create an environment that will provide the highest level of guest services. The front office manager is responsible for the smooth functioning of the front office functions.

Front desk generally consists of the reception and cashier while front office is a department which includes all its sub–sections. The front desk area in a hotel is operational 24 hours per day. It is the centre of a hotel, the place where guests turn to seek information, to get help, and to register most of their complaints. When the busy check–in or check–out times occur, the front desk area takes on the challenge of serving every guest as quickly as possible. This is a challenge because just checking in or checking out the guest quickly is not enough. All guests must be dealt with in such a way that they feel as though they have received special treatment. The front desk supervisor is the person who is directly involved in meeting this challenge.

Through the registration process, the guest service agent provides the first initial contact a guest has with the hotel. After this contact, guests feel that the front desk is the place to call or go when they have a question or problem. An area that needs special attention is the effect that the agent has on the guest's perception of the hotel and the amount of satisfaction the guest will derive from his or her stay. The effect of a pleasant, friendly, helpful agent, as opposed to one that is rude, aloof and uncaring, can easily be seen. The basic functions performed by the guest service agent are the registration process (with related cashier duties) and the assisting of guests with any requests they make. The guest service agent's main concern is, of course, service to the guests. This service can be accomplished by acknowledging the guests' presence even if they cannot be served at once, always calling guests by name, and smiling and looking at the guests when serving them.

The night auditor prepares various reports for management. Statistics such as the average room rate, percentage of double occupancy, percentage of occupancy and other figures are needed daily by management to review the results of operations. Additionally, a report indicating the status of every room is prepared for the housekeeping department.

❑ **Check Your Progress – 2 :**

1. Uniformed service is a part of which department :

   (A) Housekeeping　　　　　(B) Front Office

2. Which area of front office is operated 24 hours a day :

   (A) Front Desk　　　　　(B) Reservation

❖ **Sections of Front Office Department :**

In the rooms division most departments or sections are involved in the sales of rooms as well as the provision of services and facilities for guests.

The rooms division is composed or two major departments : the front office department and housekeeping department. Within the front office and housekeeping departments, smaller departments will be formed to focus on specific duties. Only the largest hotel will have all of these different departments.

Telephones : The telephone department of hotels is now utilizing automated systems, making it possible to employ less staff in the telephone department. A computer based switchboard systems makes it easier to transfer calls to guestrooms and departments. Call accounting systems can automatically calculate costs of

telephone calls and charge it to the guest accounts. Voice processing systems enables guests to programme their own wake–up calls. Voice message recording enables callers to leave voice messages. Direct dialling facilities are standard in most hotel rooms. The switchboard is operational 24 hours a day and often the location of the fire–checking equipment.

Reservations : The reservations department falls under the front office even though their office might not be located in the front office area. Internet reservations and enquiries made through email or fax is dealt with by the reservations department the following day. Reservation office staff must observe the utmost of telephone etiquette and speak in a clear voice.

Reception : The main responsibility of the reception is checking guests in and out of the hotel. They also handle any queries from guests and visitors or refer them to the appropriate department. The reception desk will be operational 24 hours a day. As discussed earlier, the larger the hotel, the more specialised the duties of the reception personnel.

Cashier : The main responsibility of the cashier is accepting payment of guests' account and dealing with currency exchanges. When a hotel has safe deposit boxes, this will fall under the cashier's responsibility. Revenue centres such as the restaurants, bars and reception, will receive their floats and pay in their takings at the cashier's office. The head cashier may prepare the banking and carry out the paying–in to bank, but in some units this will be done by a member of the accounts staff. The night auditor covers the night shift between 11.00pm to 8.00am hours. During these hours the main responsibilities are to post charges to update client accounts, produce a trial balance and prepare management reports. As the cashier has access to large amounts of money, honesty is one of the most important qualities a cashier should have. The cashier must also be familiar with money and confident in handling very large sums.

Bill Office : The posting of charges and payments on to guests' accounts are handled by the bill office. At the end of the day and accounting periods, the bill office is responsible for extracting summaries of sales figures. Bill office staff needs to be methodical and have a grasp of figures. The bill office is becoming more automated with charges being posted directly to guest accounts through Point of Sale systems, allowing for fewer staff to be employed in the bill office.

Uniformed Staff Department : The department is headed by the bell captain, which is more often referred to as the concierge. Concierge is the French term for porter. In large hotels concierge is different from bell desk. Other staffs in this department include doormen and luggage bell boys. Again, the size of the hotel, the standard of the hotel and type of customers will influence the organisation of the uniformed staff department. In smaller hotels, the concierge responsibility can be taken over by the reception. The hotel might then only have luggage porters to assists guests with luggage. Budget hotel might not have this department at all.

Kiosk : A kiosk selling newspapers, gifts and other essentials is often located inthe hotel lobby. This shop will either be operated directly by the hotel, or, more commonly, be rented out as a concession to a specialist company. In the concession agreement the hotel will have the right to dictate important points concerning opening hours and the range of goods on sales.

1. Bell boys and door man are part of which department :

    (A) Security Department   (B) Front office Department

    (C) Housekeeping Department

2. Sub department of front office which is known for selling newspapers, gifts and other essentials is :

    (A) Kiosk   (B) Uniformed Service

1.3.2 Housekeeping Department :

The housekeeping department is the largest department in the hotel in number of staff employed. One maid is needed for every 12–15 rooms. Beside room maids, the department also employs supervisors, house porters, laundry and linen staff and general cleaners. The housekeeper is responsible for the preparation of guest rooms for sales and the cleanliness of all public areas of the hotel. Close liaison between the housekeeper and reception is essential so that rooms are available for sale as quickly as possible. Special requests are often passed to housekeeping through the reception department.

The busiest time of day for the housekeeping department is in the mornings when guests are checking out and rooms need to be cleaned for new arrivals. Hotels might also have evening service which is referred to as turn down service. In some transient hotels, 24–hour servicing is provided by the housekeeping department. Increasingly, many hotels have come to rely upon the services of contract cleaning, rather than employing a full staff on the payroll.

Five Star hotels might employ a valet to take care of guest's dry cleaning, pressing and laundry. The valet reports to the head housekeeper.

❖ **Management of the Departments :**

All of these departments will have a department head or supervisor who reports to the Rooms' Division Manager. The cashier and bill office staff report to the hotel accountant for matters of operating procedures, training and policy but they are responsible to the Rooms' Manager for their shifts, appearance, and supervision in day–to–day matters. This split responsibility requires a good working relationship between the Rooms Manager and the hotel accountant so that there is no conflict in the instructions that are given to the operating staff of the department.

❖ **Laundry :**

This department is responsible for cleaning, repairing, stitching of linen used in a hotel, e. g. it can be bed sheets, waiter's cloth uniforms of the employee. Increasingly, hotels are operating their own laundries. This sub–department generally reports to the executive housekeeper. The modern laundry operates computerized washing/drying machines and large presses.

Some hotels, especially the smaller and older ones, contract out the laundry service. This is because it is costly to alter an existing hotel to provide space for laundry for the reason of scarcity of funds, space etc. In addition, by contracting out the hotel does not have to own its own linen. It may rent linen and it may be charged for each piece used. However, operators frequently complain that they receive inferior linen and inconsistent services.

❖ **Layout of the Housekeeping Department :**

There is no ideal or universal model for the layout of a housekeeping department. The layout differs from hotel to hotel and is dependent upon its size and physical space limitation. However, if the executive housekeeper is involved in the facility planning stage, she must be told the no. of function rooms and the volume of business anticipated so as to estimate the amount of linen required. She must also determine whether the management intends to contract out horticulture, tailoring, maintenance, upholstery, etc to include or preclude space for such activities. It is also necessary to estimate carefully the traffic flows and the size of equipment and trolleys etc that need to be moved around so that there is no cluttering and congestion. The following diagram represents the layout of a housekeeping department as a whole.
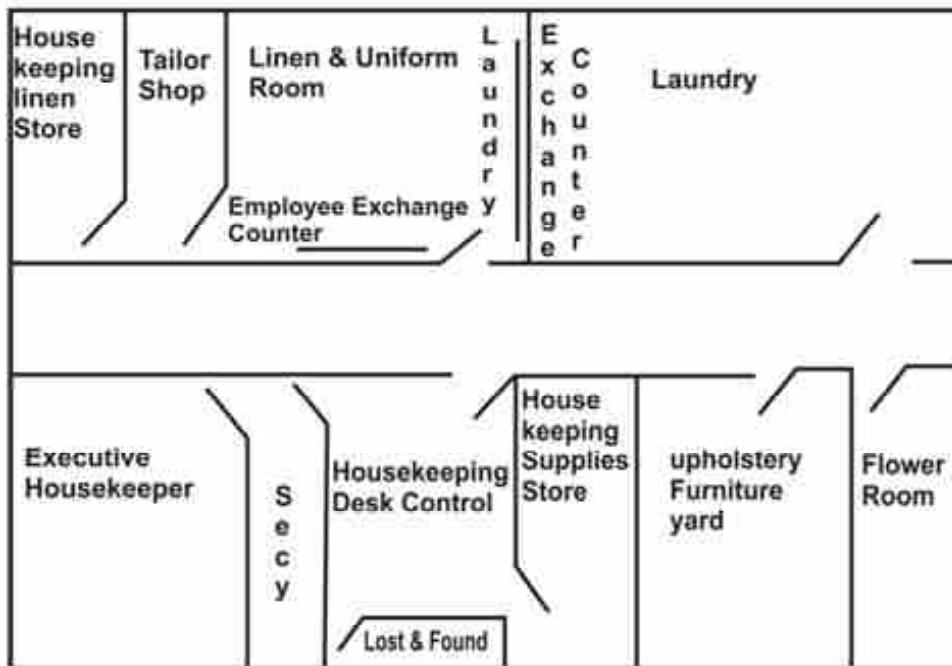
Fig. 1.1 : Housekeeping Layout

❑ **Check Your Progress – 4 :**

1. Head of laundry department reports to :

   (A) Room Division Manager   (B) Executive Housekeeper

2. Department head of housekeeping is known as

   (A) Housekeeping manager   (B) Executive Housekeeper

1.4 LET US SUM UP :

In this unit, we :

• Explained the various departments of hotels

• Illustrated various functions of the rooms division departments of hotel

• Pointed out the various sections of rooms' division department.

• Discussed the organizational structure of rooms division department

1.5 ANSWERS FOR CHECK YOUR PROGRESS :

❑ **Check Your Progress 1 :**

1. (C), 2. (B)

❑ **Check Your Progress 2 :**

1. (B), 2. (A)

❑ **Check Your Progress 3 :**

1. (B), 2. (A)

❑ **Check Your Progress 4 :**

1. (B), 2. (B)

1.6 GLOSSARY :

Bell Desk : Bell desk is situated in hotel lobby and responsible to transfer guest luggage to room from lobby and vice versa.

Check–In : In hotels, when guest register themselves in hotel room and receives keys for their rooms.

ETA/ETD : It is the estimated time of arrival and estimated time of departure of guest in hotels.

No Shows : When guaranteed reservation guest fail to show up to claim their rooms and also did not cancel their reservation.

Valet : Valet is a part of laundry that is responsible to take care of guest's dry cleaning, ironing and laundry.

1.7 ASSIGNMENTS :

1. Find out the job responsibility of front office manager of hotel.

2. Find out the responsibility of executive housekeeper of hotel

1.8 ACTIVITIES :

1. Visit any hotel in your area and find out the layout of their housekeeping department.

2. Visit any hotel in your area and find out the layout of their lobby and find out how many sub department of front office is situated in hotel lobby.

1.9 CASE STUDY :

Sukirti Chauhan has just join Park Hotel as a Room Division Manager. The property has 25 Suites, 50 Executive Rooms and 175 Standard Rooms. Both front Office and Housekeeping Department comes under her in this new hotel.

Sukirti has been a Front Office manager since last 3 years in his last property. This is the first time she is handling top position in Room Division. She is been working in Front Office since she passed her hotel management degree. She is knowledgeable, competent, organised poised and represent the image of self made professional women executive.

She has been oriented by all division of hotel through human resource division and she is ready to start her new job. She has started to organise her office with the help of her assistant. After organising her office, many thoughts

and ideas start running into her mind, she tell herself that she has to cover all bases and jot down the areas of improvement in her division and become more detailed in her approach. For example start with knowing her front office and housekeeping staff, staffing levels, division budget and......

Wow, 'Its lot of work' she said to herself. She said that it will be better if she is better organised and write down all the point and question regarding those points

❖ **Discussion Questions :**

1. What all categories and points she should jot down and what questions she list under those categories.

2. What should be the sequence of these categories according to you ?

1.10 FURTHER READING :

Hotel Housekeeping – Training Manual Sudhir Andrews Tata McGraw Hill Publication, Co. Ltd. New Delhi, 2003, ISBN–0–07–096358–4

■

02 *Front Office Department*

2.0   LEARNING OBJECTIVES :

After working through this unit, you would be able to describe :

- Front office department.

- Sub departments of front office

- Significance of front office department.

- The attributes of front office personnel.

2.1   INTRODUCTION :

The front office is the department which come to guest contact even before guest actually comes in the hotel. When guest call to the hotel for any inquiry or reservation, he or she speaks to the telephone operator first which is a part of front office. Then telephone operator transfers the call to other front office department i.e. reservations which handles guest's reservation requests, confirm their reservation and provide reservation confirmation number. Reservation also helps the guest by confirming their airport pickup and drop details and arranges for their pickup and drop facilities. Reservation department keeps in guest contact throughout the time till the guest actually arrives at hotel for any further requests or queries from the guest.

Driver and airport representative who receives guests from airport is also a part of front office department. They receive the guest from airport and provide transport facility to guest from airport to hotel. When guest enter in hotel, doorman opens the door for guest and bell boy helps the guest with their luggage. Finally guest arrives at front desk for registration and front office associate helps the gue4st with registration activities. Front desk staff issues room keys to the guest and provide information of hotel and its policies including emergency procedures.

Bell boy then transfer guest luggage to their room and provide room information to guest including room facilities like AC, hot water system, telephone system, mini bar and room service menu etc.

Front office is the highest revenue generating department of hotels among all other departments as it deals with room selling.

2.2 FRONT OFFICE DEPARTMENT :

The front office is actually a part of room division and deals with the accommodation part of a hotel. Front Office is largest revenue generating department of hotel and is focal point of hotel business. Front office is considered the face and backbone of a hotel. Front office has vast responsibility towards their guests.

Front office is responsible for following functions :

• Process reservation requests from guests.

• Handle telephones systems of the hotel.

• Welcome guests on behalf of hotel.

• Handle registration activities.

• Maintain room status information for smooth functioning of hotel operations

• Provide all types of information to guests.

• Process guest's services and requests, handling guest complaints, solving guest issues etc.

• Responsible for handling guest's messages, mails, couriers, parcels and faxes.

2.2.1 Front Office Organisation :

Front office is headed by Front Office Manager which was eventually hired and selected by General Manager of a hotel. Front office manager is completely responsible of overall structure and operations of front office department. He or she hired all of front office staff with the help of Human resource department. Front office consist of many staff position including Asst front office manager, duty managers, front desk associates, cashiers, reservation associates, telephone operator and uniformed personnel including bell boys, door men, drivers etc. Organisation chart of Front Office Department is given below :

Organisation Chart of Front Office

Front Office Manager

Asst. Front Office Manager

Duty Manager

Front Desk Executive

Reservation Executive

Telephone Operator

Uniformed Service

Front Office Associate

Reservation Associate

Bell Desk

Cashier

Door Attendant

Valet Parking Attendant

Concierge
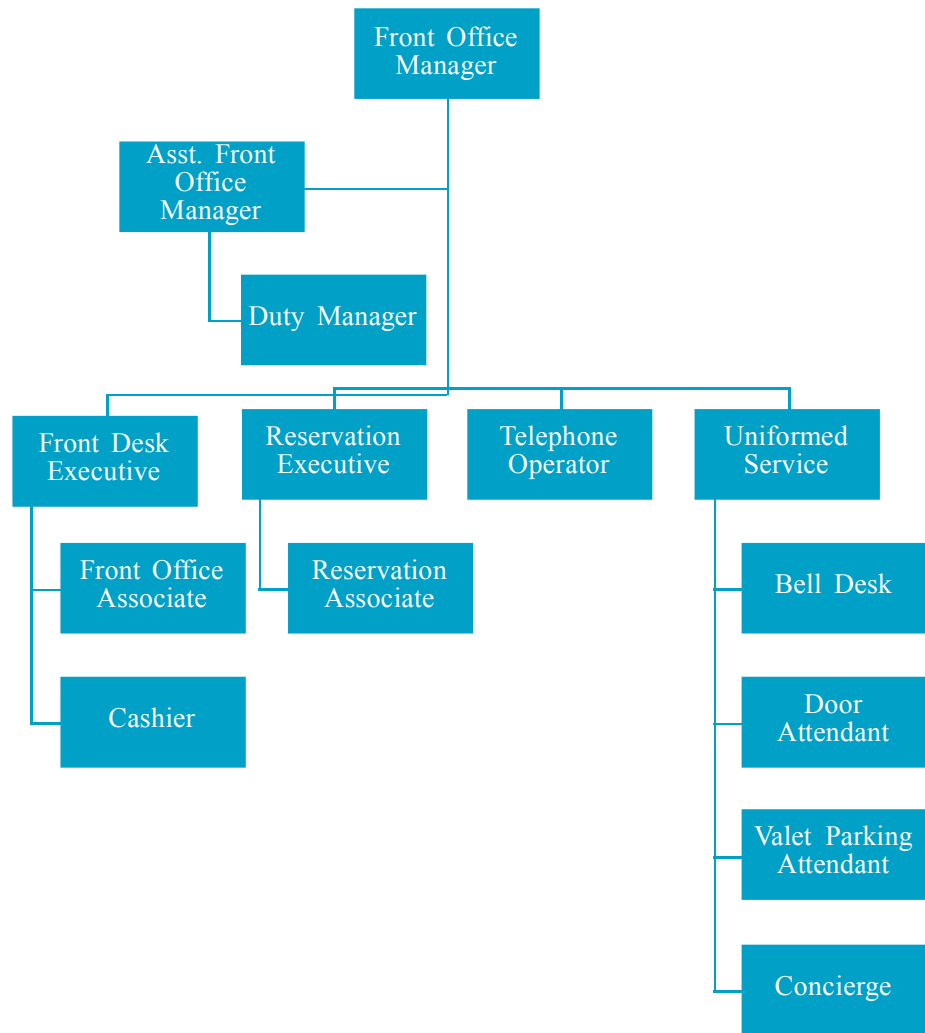
2.2.2 Attributes of Front Office Personnel :

Employees of front office department are the mirror image of the hotel. They reflect the standards of the establishment. Therefore, it is very essential for front office department professional to be competent. Competencies are a set of behavioral traits and technical abilities that are suitable for a job. They are empowered with more responsibilities, therefore they require certain attributes.

Attributes may be defined as : "a set of personal and professional etiquette and mannerism that front office staff needs to be followed while dealing with guest". Front office personnel require a set of knowledge and skills.

ATTRIBUTES REQUIRED IN FRONT OFFICE PERSONNEL ARE :

- **Smile :** Smile is the most enduring competency required by front office personnel. As simple as it may seem, it is the most effective way of dealing with guests. It immediately breaks down several barriers of a guest including fatigue, starting doubt, anxiety etc. Always try to maintain a smile while talking to a guest.

- **Well Groomed Appearance :** How you look and the first impression you create in the eyes of guests' matters a lot. The front office staffs are the first point of contact for a guest with the hotel. Well groomed front office staff represents hotel, hygiene, professionalism, management style, and reliability etc.

- **Punctuality :** It is a hallmark of good hotel staff. The front office staff must be punctual in reporting for their shifts, as well as in the discharge of their duties and responsibilities. The punctuality of employees reflects their commitment to their work.

- **Courtesy :** He/she should be courteous on all occasions and at all times not only towards guests but also towards colleagues and other people. The advantage of being courteous should be emphasized as it not only help operations but also ensures better relationship within organization and with the guests. Examples for courtesies are :

  ➢ Using magic words like thank you, "may I assist you ?" I beg your pardon, please, pleasure and many more. Using these words puts a great impact on the guest and makes him to feel special.

  ➢ Should always greet the guest as per the time of the day.

  ➢ Addressing the guest by his name or surname as per hotel policy, as this gives guest special feeling of personalized service

- **Physical fitness :** There are no fixed shifts and hours of work in this field. One must be ready to work for round the clock and even on night shifts. Physical fitness is very basic requirement for all the staff of hotel industry especially for front–office department because they need to stand for long hours. If an employee is physically fit it translates into energy, enthusiasm, lightness, ability to cope, youth and joy and able to serve the guest with smile and pleasure.

- **Voice Clarity :** Voice shows the reputation or personality of the person as well as of the hotel. Cultivate voice with a smile. Tone of the voice should be cheerful, natural and unhurried, should be able to vary the pitch from time to time to lean to put warmth in voice by responsive, enthusiastic, helpful, interested and attentive.

- **Guest oriented :** Front office staff needs to be sensitive to guest's needs and demands. They should respond to them in a timely and polite manner. Staff must put the customer as their main focus and put all thoughts and actions towards creating positive customer experience. Customer oriented staff will satisfy guest with his or her action and thus increase the business of hotel by converting a guest into a regular guest.

- **Disciplined :** Disciplined employees of hotel provide a great support to the smooth operations of the department as well as of the hotel through their dedication. Disciplined staff properly follows hotel rules and regulations,

tries to bring reputation and recognition to the property with his disciplined behaviour.

- **Honesty and Responsibility :** There are many wrong inclination for front office staffing a hotel and provides many opportunities to front office personnel for theft of hotel and guest belongings such as money, hotel belongings (stationery items, artifacts, linen items etc. It is the moral responsibility of the employee to be loyal towards the guest and the organisation. They should understand their responsibility for not provide hotel's and guest's confidential information to other people or competitive hotels.

- **Basic etiquette :** Huge work pressure, long hours of work and maintaining harmony with the clients forms an essential part of the department. All front desk staff is required to have skills to communicate and then act effectively with certain etiquette and manners. Basic etiquettes front office staff should exhibit includes :

  - Always greet guests with a smiling face and as per time of the day.

  - Always attend guests as soon as they approach staff of front desk.

  - Always talk politely to guest and colleagues and use professional words while conversing with them.

  - Avoid fidgeting with things like playing with pen, hair or any other item in front of guests.

  - Never scratch oneself or picking the nose or ear etc in front of guests.

  - Avoid gesture like moving hands too much while talking to guest.

  - Sit or stand erect.

  - Listening is very important for front desk staff to understand guest's concern and then assist guest accordingly.

  - Never argue with guest.

  - Never argue with colleague also in front of guest.

- **Ability to work in a team :** Teamwork is one of the essential competencies. Results are the responsibility of the entire team and not the team leader alone. Team dynamics have changed over the years. A poor team performance can severely damaged the reputation of the establishment while good team performance directly enhances it.

- **Good technical knowledge :** Professionals can call themselves as such only when they show some physical proof of their knowledge. Employees with their knowledge and skills form the backbone of successful business. Organizations expect the true professional to convert ideas into business opportunities for the hotel. Good technical knowledge and skills makes the guest satisfied and allows hotel to get repeat guests.

- **Well Organized :** Front desk and lobby are the first areas of contact of guest with the property. Guest evaluates the status of a property by seeing the arrangement of things at these areas. Therefore, front office personnel must have the habit of keeping items in an orderly fashion in order to create good impression on a guest.

❑ **Check Your Progress – 1 :**

1. Front office does not create the image of the hotel :

   (A) True   (B) False

2. Front Office manager is the head of front office department

   (A) True   (B) False

2.3   SUB DEPARTMENTS OF FRONT OFFICE :

The front office department can further be divided into various sub departments :

1. The Front Desk (Reception)
2. The Reservation Office
3. The Telephone Department
4. Uniformed Services

2.3.1 The Front Desk :

The front desk has more direct contact with guest than any other department of the hotel; it is the most visible department of the hotel for guests and is situated near the entrance of the hotel in the lobby. All the guests are registered in the front desk and front desk provide all necessary information to the guest regarding hotel, its policies, services and facilities. The front desk is back bone of hotel operations regarding guest as the guest request concerning all hotel facilities, issues related to housekeeping and engineering are processed through front desk. The front desk also have cashier section which is also responsible for posting guest charges, foreign exchange ,updating guest accounts and account settlement at the time of checkout etc. Front desk is also responsible for handling guest's messages, mails, couriers, parcels and faxes in absence of the guest. The primary functions of front desk are to :

- Sell hotel rooms to guests without reservation (Walk–ins), handle registration activities, issuing room keys to guests
- Handle EPBX system in absence of telephone operator.
- Process reservation requests when reservation department is closed or when reservation personnel are not available at reservation office.
- Process guest's services and requests, handling guest complaints, solving guest issues etc.

- Control guestroom keys as it is very important for guest safety.

- Posting guest charges, handling guest accounts and monitor guests credit limit.

- Front desk also works as an information centre for guest about hotel, city and surrounding areas.

- Maintain good communication with other departments specially housekeeping and engineering and maintenance department.

- Ensure generation of maximum room revenues for the hotel owners.

- Handle foreign exchange

- Maintain guest's accounts throughout their stay and finally settles guest account at the time of checkout.

2.3.2 Reservation Department :

Almost 60% guests make reservation for their stay through various mediums like direct reservation, online, through company website, hotels sales team, travel agents etc. Reservation department handle all reservation requests for rooms and they process those request according to the need of caller.

Reservation software should enable the reservation agent about all necessary information of hotel rooms' example types of rooms available, room categories, room rate, room view, bed type for each day. Reservation department should work closely with sales department when there is group booking so that reservation agent can process all room requests accordingly. Reservation agent should monitor all reservation activities daily at the end of the shift.

The goal of reservation for a guest is that the room which guest requested should be ready when he arrives at hotel; on other hand hotel have different goal from reservation process. That hotel goal is to have maximum occupancy with higher revenues for the hotel. To achieve these goals it is important to have proper reservation process in place and it requires sufficient research, planning and continuous monitoring of reservation process by managers.

❖ **Types of Reservations :**

Most of the guest pre reserve the rooms before coming to hotel so that room will be ready at their arrival. Reservations can be divided into two types :

- Guaranteed Reservation

- Non–Guaranteed Reservation

❖ **Guaranteed Reservations :**

When guests guarantees to pay for their stay in advance is known as guaranteed reservation. That money will not be refunded to guest even if they don't use the room, unless he or she cancels their reservation as per hotel cancellation policy. In return hotel will keep their room until a specific time on the day of arrival according to guest expected time and hotel policy. Guaranteed reservation helps the hotel in earning revenue in case of no–show. No–show is

a term for guests who made their reservation but do not come to hotel or cancel the reservation. Method of payment for guaranteed reservations are as follows :

Prepayment : When a guest paid full in advance for his or her stay prior to arrival is prepayment guaranteed reservation. Prepayment guaranteed reservation is very common at the time when hotel is running at full occupancy.

Advance Payment : When guest pays a specified amount of money prior to arrival which is generally equal to the room rate and taxes of one night stay which works as a protection against no show for first day of booking.

Credit & Debit Cards : A guest can also guaranteed his or her reservation through their bank cards by providing their card details. From debit card hotel can directly deduct money from guest's account and from credit card hotel can block the certain amount from the guest's credit card by taking pre–authorization from the card details, which can be used in case of no–show, unless guest cancelled their reservation as per the hotel norms.

Corporate Guaranteed Reservation : A corporate guaranteed reservation involves a corporate who have contract with hotel where that corporate guarantees a specific number of room to hotel and also guarantees to pay for the no–show for the guest from that corporate house.

Travel Agent Vouchers : When a guest book a room through travel agent and paid for room rates to travel agent, travel agent issues a confirmation voucher to that guest for room reservation. Travel agent also forward that voucher to the hotel reservation in advance as a proof of reservation.

❖ **Non–Guaranteed Reservation :**

It is a reservation where guest makes their reservation but does not pay for their reservation prior to their arrival, still hotel promise to hold the room for the guest until the cancellation hour of hotel. Important point to understand here is though it is not guaranteed reservation; still this reservation is a confirmed reservation. But this type of reservation does not guarantee to pay in case of no–show. Hotel can release the room after cancellation hours and give that room to other arriving guests.

Reservation Inquiries : Hotel receives reservation inquiry through following means–

1. Telephones
2. Mails
3. Property websites
4. Property to property
5. Central reservation system
6. Travel agents
7. Travel and tourism websites

2.3.3 Telephone Department :

The telephone department is the first point of contact for anyone who contact hotel through telephone, all the call to hotel landline goes through telephone operator to the desired destination. Telephone operators are responsible transferring calls to desired extensions, place wakeup calls, answer all

telephone calls, answer general enquiries about hotel and they should also respect guest privacy. Operators need to protect guest privacy by not disclosing guest information to anyone on phone.

2.3.4 Uniformed Services :

Uniformed service is a department who provide more personalized services to the guests. Staffs of uniformed service include :

Bell Boys : They are responsible for taking care of guest luggage, they help guest in taking their luggage to room at check–in and take their luggage from the room to the lobby at the time of check–out. They also inform guests about all the guests' facilities available in hotel. They also inform about all the amenities available for guest in guest rooms. They are also responsible for delivering guest's mails, parcel, packages, messages, newspapers and other special amenities to guests in their rooms. They also perform light housekeeping duties in lobby area.

Door Attendants : Door men assists the guest at the entrance of the hotel by helping the guest load and unload their luggage from vehicles, open doors for incoming guests and control traffic at the hotel entrance. They also helps guest in arranging taxis and other means of transport on guest's request. They also perform light housekeeping duties in entrance and lobby area.

Concierges : This sub department is known as an information centre of the hotel, they are well equipped with the local area knowledge and assist guests in providing information of local areas, booking tickets for movies, plays, sporting events, entertainment centre, and restaurants and also help in booking cabs to travel in local areas. Concierge staff should have good network and relationship in the city.

Valet Parking Staff : They help in parking the guest cars in the hotel parking. They are responsible for security and wellbeing of vehicles and guest at hotel entrance. They should park vehicles in secured and appropriate areas. They are also responsible to control traffic in hotel entrance.

Airport Staff : This department is responsible for the guest pickup and drop between airport and hotel. They also provide city and hotel information to guests during travelling between airport and hotel. They should be polite, courteous, efficient and knowledgeable about hotel and its services.

❑ **Check Your Progress – 2 :**

1. Key control is the primary duty of which sub department of front office :

   (A) Reservation department   (B) Front desk

   (C) Concierge   (D) Telephone department

2. Booking rooms for guests is the primary duty of which sub department of front office :

   (A) Reservation department   (B) Front desk

   (C) Concierge   (D) Telephone department

3. Handling luggage, delivering messages, parcels and mails is the primary duty of which sub department of front office

   (A) Bell Desk   (B) Front desk

   (C) Reservation   (D) Telephone department

4. Which sub department of hotel is known as information centre of hotel :

   (A) Reservation department   (B) Front desk

   (C) Concierge   (D) Telephone department

5. Non–guaranteed is reservation is not a confirmed reservation

   (A) True   (B) False

6. Bell desk is not responsible for light housekeeping duties in hotel lobby :

   (A) True   (B) False

2.4 LET US SUM UP :

In this unit, we :

• Define front office department and identified various sub departments of front office.

• Learn about organizational chart of front office department.

• Outline the attributes of front office personnel.

• Understand the different activities in front office and in its various sub department.

2.5 ANSWERS FOR CHECK YOUR PROGRESS :

❑ **Check Your Progress 1 :**

   1. (B),   2. (A)

❑ **Check Your Progress 2 :**

   1. (B),   2. (A),   3. (A),   4. (C),   5. (B),   6. (B)

2.6 GLOSSARY :

Front Desk : Registration and reception desk of a hotel situated in the lobby for hotel guest's convenience.

Walk–in : A guest who arrives the hotel looking for hotel room without a reservation.

Guaranteed Reservation : A reservation that ensures the guest that the hotel will keep their room until a specific time of a day. Guest in turn guarantees

to pay for his or her room in the form of advance payment, unless the reservation is cancelled as per hotel policies.

Non–Guaranteed Reservation : A reservation arrangement where a hotel agrees to hold guest room for guest until a specific time. In this case hotel will not get the payment if guest does not arrive.

Prepayment : A type of reservation where guest pays in full before arrival.

Advance Payment : A type of reservation where guest pays a specified amount of money to hotel before arrival.

Concierge : It is a staff position in front office which provide customized service to guest on demand like booking tickets, transportation and provide local information.

2.7   ASSIGNMENTS :

1.   Find out the job description of front office manager and front office associate in a large hotel.

2.   Differentiate guaranteed and non–guaranteed reservation.

2.8   ACTIVITIES :

1.   Go to any 4 or 5 star hotel in your city with prior permission and try to learn and understand the activities in front office department of that hotel.

2.   Find out the job description of bell boy.

2.9   CASE STUDY :

Vikram Ahuja, a businessman just stepped into his hotel's lobby at 10 :00 AM and inquired for breakfast at front desk. Front desk agent told that hotel is famous for its breakfast and showed the way to restaurant. After reaching restaurant, Mr. Ahuja was sitting at a table of well decorated dining room. He looked around and noticed that many other guests are enjoying their breakfast at their respective tables and food look appetising. He waited for 10 minutes but no one approaches him. 10 minutes later he waived to a food server for attention.

Food server came to him and asked for assistance. Mr. Ahuja said, can I have menu for breakfast.

"I am sorry sir; we do not take breakfast order after 10 :00."

"Ok, can I get an early lunch or brunch as I am hungry ?"

"I am sorry sir; we serve brunch after 11 :15 only"

It was frustrating to look around and seeing people still having breakfast and realize that he would not be able to kill his morning hunger.

He wondered why the front desk person had not bothered to inform him this simple information and wasted his time. Frustrated he left hotel to eat outside somewhere.

❖   **Discussion Questions :**

1.   What was the biggest mistake of front desk agent in this case ?

2.   What steps management should take to improve customer satisfaction in this case ?

2.10 FURTHER READING :

Hotel Front Office : A Training Manual, Sudhir Andrews, 3rd edition. MC Graw Hills Education, ISBN–10 : 125900497 ISBN–13 : 978–1259004971

Hotel Front Office Operations and Management, Jatashankar R. Tewari, Oxford University Press, USA, ISBN–10 : 019569919X ISBN13 : 978–0195699197

∎

UNIT 03

Food and Beverage Division

UNIT STRUCTURE

3.0   LEARNING OBJECTIVES :

After working through this unit, you should be able to :

- Explain the working of the Food & Beverage division of hotel

- Point out the functions of the departments of hotel

- List the various sections of Food & Beverage division department

3.1   INTRODUCTION :

The food and beverage industry is growing by leaps and bound. The industry today has been a result of all the changes in the past years. This unit emphasizes on the basic structure of the present food and beverage industry and catering industry. It also imparts a brief introduction on the types of Food & Beverage outlets and the evolution of catering sector.

Eating away from home is generally increasing and there is widening diversity in the nature and type of food and beverage on offer. Because of the expansion of the industry and increasing pressures for improved professionalism in food and beverage service staff, there is even greater need for more people to make their careers in this noble profession alongside the need for improved confidence and performance through higher standards of knowledge and skills.

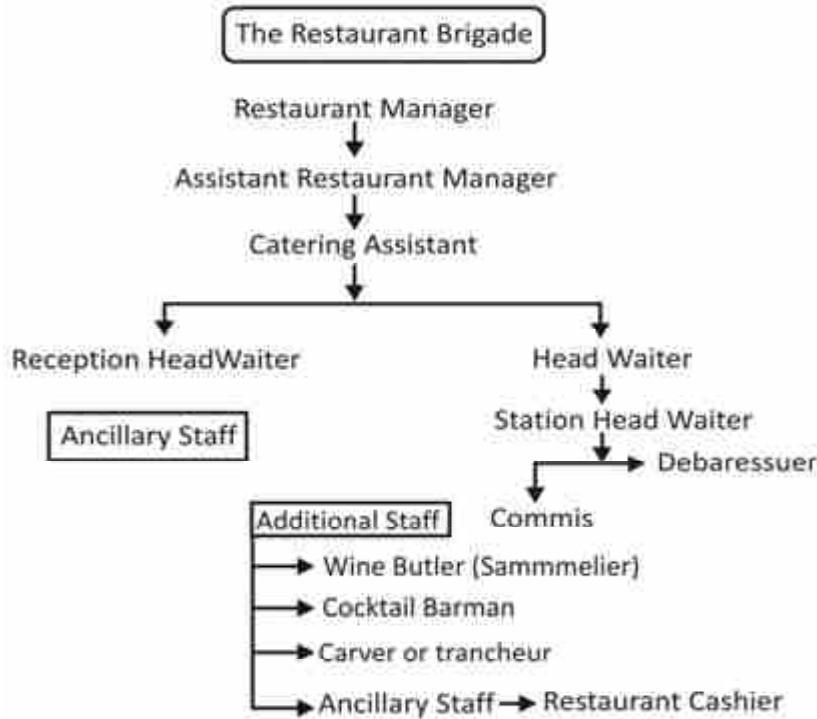## 3.2 ORGANISATIONAL STRUCTURE :

Fig. 3.1 : Organizational Structure

❑ **Check Your Progress – 1 :**

1. Who is the head of a restaurant :

    (A) Restaurant manager   (B) Chef

2. Wine butler is also known as sommelier :

    (A) True   (B) False
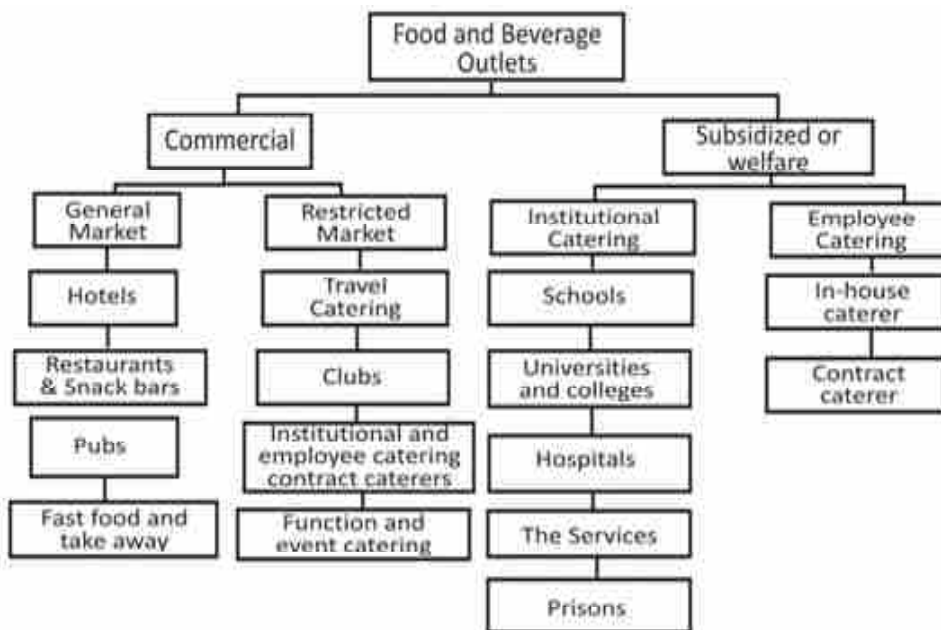
3.3 TYPES OF CATERING ESTABLISHMENT :

*Fig : 3.2 : The Main Sectors of Food and
Beverage Outlets The Commercial Sector*

❖ **The Commercial Sector :**

Commercial food and beverage outlets are those operations in which profit is a primary concern. They exist not only in private ownership but also in the publicly owned sector of the market where, for example, a local leisure centre may seek to operate catering outlets on commercial lines. Also, it is worth noting that in the commercial sector, catering may be the main activity of the organization or it may be a secondary or additional service to customers as, for example, catering in department stores or theatres. A broad distinction can be made between catering for a restricted market and catering for a general market. In the case of the former, the market can be restricted in a number of ways : by way of membership criteria as in the case of catering in clubs or by the fact that the catering is only available to those engaged in a specific activity as in the case of travel catering or employee catering. However, there will be some overlap in some cases. For example, catering at a railway station, bus or airport terminal is normally open to the traveller as well as to the general public, while catering on the train, bus or plane itself is limited to those travelling double advantage of offering the customer a place to sit and relax away from the dining area and allowing a faster seat turnover in the restaurant.

❖ **Commercial Catering for Open Market :**

1. **Public (licensed) Houses /Pubs :** Public houses consist of a varied group of establishments, which mainly offer the general public alcoholic liquor for sale for consumption on and off the premises. The supply of food, at one time ancillary to liquor, is an increasingly dominant element in the 'product mix' for the consumer.

   The characteristics of public houses are, first, that they require a magistrate's license to operate that is only granted to suitable persons and, second, that many public houses are owned by a brewery company, providing an integration of their production with the retail distribution of alcoholic beverages.

   To become more competitive and to meet customers' demands, the catering premises in most pubs have improved considerably in recent years. Some brewery companies have classified their public houses by the level of catering offered. This ranges from those offering only sandwiches through to hot and cold snacks, a cold buffet counter, a bistro–type operation, a griddle or steak bar and a full à la carte menu. The range of food items offered is mainly of the convenience food type but at times extends to the total fresh food items. Several brewery companies market specific pubs by the type of catering offered with a brand image, for example Big Steak as part of Allied Domecq Inns.

2. **Fast Food and Take–Away :** This sector of the industry is concerned with the preparation and service of food and beverages quickly for immediate sale to the customer for consumption either on or off the premises. These range from the traditional fish and chip shop through a series of ethnic cuisines to the high street branded operations of McDonald's, Burger King or KFC.

   At the fast food end of the market, there are a number of characteristics common to many of the outlets. First, units are usually themed around a product (for example, hamburgers) a range of products (for example, fish or pizza), or products of a country (for example, Chinese, Italian). This

'product' is very well marketed, for example from a themed product to decor and atmosphere, to the high and consistent standard of the product, to advertising on television, local radio and newspapers, to the container boxes for take–away items. Second, the method of food production is often partially or fully automated, often using commodities of the convenience type (for example, frozen chips, concentrated beverage syrups), and thereby de–skilling the job and restricting the product range variable. Similarly, the method of food service is simplified and basic.

3. **Function and Event Catering :** Function and event catering may be described as the service of food and beverages at a specific time and place, for a given number of people, to an agreed menu and price. Examples of function catering include social functions, such as weddings and dinner dances; business functions such as conferences, meetings and working lunches and those functions that are organized for both social and business reasons such as outdoor catering at a sports event, show or exhibition.

    Function catering is found in both the commercial and non–commercial sectors of the catering industry. In the commercial sector, function catering could be a specialist organization operating in its own function facilities or an outdoor catering specialist operating in a vast range of clients' or rented facilities or within marquees, or as a separate department within a hotel. Anyone who has visited a major sporting event cannot fail to be impressed by the scale and range of catering that takes place within the 'tented village'. Indeed some visitors seem to take more interest in the food and beverage provision than in the sports event they have been invited to attend.

    In the non–commercial sector, function catering is rarely the primary reason for providing the establishment with catering facilities. Such establishments include hospitals, schools, industrial cafeterias, etc. where the functions are not usually organized on a purely profit basis as they are in the commercial sector, but rather to serve a specific need of the organization. Typical examples would be Christmas functions, retirement parties, fund–raising events, etc.

4. **Chain–Catering Organizations :** There are many establishments with chains spread over wide areas and in some cases overseas. Prospects for promotion and opportunities are often considerable, whether it is in a chain of hotels or restaurants. These are the well known hotel companies, restaurant Chains, the popular type of restaurant, chain stores and the shops with restaurants, which often serve lunches, teas and morning coffee, and have snack bars and cafeterias.

❖   **Commercial Catering for a Restricted Market Travel Catering :**

❖   **Travel Catering :**

    Travel catering (that is, road, rail, air and sea) has "a number of characteristics not commonly associated with other food and beverage outlets. It frequently involves the feeding of a large number of customers arriving together at a catering facility, and who need to be catered for in a specific time, for example, on board a plane. The plane only carries sufficient food and beverage supplies for a specific number of meal periods. If for any reason this food cannot be served to customers, alternative supplies may not be readily available. The service of the food and beverages may be particularly difficult due to the physical conditions within the

service area, for example, turbulence on board a plane. The types of restaurants described previously are usually catering for a specific and identifiable socio–economic market. Travel catering often has to cater for 'mixed markets'. Finally, there are the problems of staffing these food and beverage facilities : the extra costs involved in the transportation and service of the food and beverages; space restrictions and the problem of security while the operation is in transit. Four main types of travel catering may be identified.

• **Road catering** has progressed from the inns and taverns of earlier days used by those travelling on foot and horseback to the present–day motorway service areas and other roadside catering outlets, these service areas are also particularly prone to vandalism and littering. They do, however, provide a valuable catering service to the travelling public and their food and beverage facilities usually include self–service and waiter service restaurants, vending machines and takeaway foods and beverages. High street fast food operations are also now appearing both on motorway service areas and as freestanding drive–troughs.

• **Rail catering** may be conveniently divided into two areas : terminal catering and in–transit catering. Catering at railway terminals usually comprises licensed bars, self–service and waiter service restaurants, fast food and take– away units, supplemented by vending machines dispensing hot and cold foods and beverages. In–transit catering can feature three kinds of service. The first is the traditional restaurant car service where breakfast, lunch and dinner are organized in sittings and passengers go to the restaurant car for service where appropriate seating accommodation is provided, and then return to their seats on the train after their meal. In some cases meals are delivered direct to the seat of first class passengers only. The second type of service is the buffet car, which is a self–service operation in which passengers go to the car and buy light refreshments over the counter. The third is a trolley/ manual service where snacks and drinks are delivered to customers at their seats.

• **Airline Catering** has increased and developed considerably over the past twenty–five years. Originally consisting of sandwiches and flasks of tea, coffee and alcoholic beverages, the progress to today's full and varied service has paralleled that of aircraft development itself. Like the railways, airline catering falls into two main areas : terminal catering, and 'in–transit' or 'in–fight catering. Food and beverage outlets at air terminals usually consist of self–service and waiter service restaurants, supplemented by vending machines and licensed bars. The in–flight catering service varies considerably with the class of Travel type and duration of flight. For the economy travellers, the food and beverage portions a highly standardized with the meals portioned into plastic trays that are presented to the passengers and from which they eat their meals. Disposable cutlery, napkins, etc. may be used to increase the standard of hygiene and reduce the weight carried and storage space required. For first class travellers there is virtually no portion control. Service may be from a gueridon trolley, where food is portioned in front of the customers and any garnishes, sauces, etc. are added according to their immediate requirements. The crockery used may be bone china and this combines with fine glassware and cutlery to create an atmosphere of high–class dining. A characteristic of airline catering is that this service is often contracted out lo a specialist catering

firm, which will supply a similar service to many airlines. The meal is usually included in the price of the fare and a particular feature is now made of cabin service facilities by different airlines. The growth in air travel has made competition fierce, and the area of food service is now a particularly competitive aspect of the total service offered by an airline.

- **Sea or Marine Catering** Varies from the provision of food and beverages on the short sea route ferries to the large cruise or passenger liners where the catering facilities are an important part of the service offered by the shipping line and are usually included in the price of the fare. On the cruise liners the standard of catering facilities is high because they are an important sales feature in a competitive activity. On the short sea routes, however, price is usually a more important factor and because of the necessity to feed large numbers of people in a short time the catering service provided is usually of the popular and fast food type.

❖ **Clubs :**

Clubs, as a sector of the hotel and catering industry, are establishments offering food and drink, occasionally with accommodation, to members and their bona fide guests. The types of clubs range from working men's clubs, to political party clubs, social clubs, sporting clubs, restaurant clubs, to the private exclusive clubs. In England and Wales, clubs are of two main types : proprietary clubs and registered clubs.

Proprietary clubs are licensed clubs, owned by an individual or company and operated by themselves for profit, and as such require a justice's license to operate. Many such clubs resemble licensed restaurants with a substantial part of their turnover obtained from the sales of food. Another growing sector comprises sports or health clubs that offer their members sporting, fitness and leisure facilities but where food is an ancillary service.

In registered clubs the management is responsible to an elected committee. The members own all the property including the food and drink, and pay their subscriptions to a common fund. As a non–profit making club that belongs to all the members and provides a service to the members, it does not require a justice's license to operate, simply to be registered. The turnover of members' clubs is mainly obtained from the sale of drinks that are normally sold at a competitive price, as the profit element in clubs is lower than, example, in public houses.

❖ **Institutional and Employee Catering – Contract Caterers :**

Institutional and employee catering falls under the heading of subsidized and welfare catering, as indeed most of these types of operations are run on some form of a subsidized basis. However, it is worth considering that in parts of the private sector such catering activities may be operated on a commercial basis. For example, in many private hospitals and private schools the catering function is operated very much with commercial objectives in mind. Increasingly, contract caterers are providing catering services to the general public on behalf of their clients, for example in leisure centres, theatres or shops.

❖ **The Subsidized or Welfare Sector :**

Subsidized or welfare food and beverage establishments may be defined as those operations in which making a profit from the catering facility is not the outlet's primary concern. Since the operations are either completely or partially subsidized by a parent body, such establishments' primary obligation is the well–

being and cares of their customers or patients. Unlike customers frequenting commercial sector operations, these customers often do not have a choice of catering facilities, for example in hospitals and schools. Some non–commercial operations are subsidized by government bodies that dictate an allowance per head, or by parent companies that may have a similar arrangement.

❖ **Institutional Catering :**

Institutional catering establishments include schools, universities, colleges, hospitals, the Services and prisons. In some of these establishments no charge is made to certain groups of customers to pay for the provision of the food and beverage services as they are completely or partially subsidized by various government funds. This is the part of the catering industry also referred to as the institutional sector.

- Schools
- Universities and Colleges
- Hospitals
- The Services
- Prisons

❖ **Employee Catering :**

As already outlined, this is the provision of catering services to employees. The activity may be performed either directly by the employer, or subcontracted out to contract caterers. A direct or in–house catering service that is running smoothly and being well managed is unlikely to change to using a contractor. Those operations, however, that are experiencing difficulty may be wise to consider employing the services of a catering contractor but in doing so must also be sure to define exactly what is required of the contractor in terms of level of service, costs per employee head, revenue, etc.

In providing a catering service for their employees, the parent company may decide at one extreme to subsidize the facility or at the other to pass all the costs on to the customer. In some sectors of the industry the catering service may be provided virtually free with the employees making only a small token payment per meal.

❑ **Check Your Progress – 2 :**

1. Hotels are part of subsidized or welfare organizations :

   (A) True   (B) False

2. Restaurants, pubs, catering companies are part of commercial organisation :

   (A) True   (B) False

3.4 FOOD AND BEVERAGE PRODUCTION :

A hotel kitchen is responsible for serving meals to the guest. There may be one big kitchen serving multiple outlets of the hotel or hotel can have separate kitchen for the serving outlets or one big kitchen may be accompanied by the satellite kitchen near the serving outlet. A hotel kitchen is under the charge of the executive chef. This person, in turn, is reports to the director of food and beverage for the efficient and effective operation of kitchen food production. The desired outcome is to exceed guests' expectations in the quality and quantity of food, its presentation, taste and portion size, and to ensure that hot food is served

hot and cold food is served cold. Some executive chefs are becoming kitchen managers; they even serve as food and beverage directors in midsized and smaller hotels. The kitchen staffs are under a great deal of pressure and works round the clock.

The organization of kitchens will vary, mainly due to the size and the type of the establishment. Organization depends on 5 factors

• The menu as it determines the tasks; organization is based on the menu.

• Type of establishment

• Size of operation

• Physical facilities

• Human resources available.

3.5 KITCHEN BRIGADE :

The team of cooks and their assistants under the partie system is commonly called the specialists head the parties and with their assistants help produce complex dishes with great speed and efficiency. All the head of the parties come under the control of the Chef de Cuisine aided by one or more sous chefs. In small establishments, head of the larder or sauce section acts as Sous Chef.

MODEL STAFF ORGANISATION OF A LARGE KITCHEN
(LA BRIGADE DE CUISINE FR.)

Executive Chef (Chef de Cuisine Fr.)
- SAUCE COOK (Le Chef Saucier Fr.)
- ROAST COOK (Le Rotisseur Fr.)
- FISH COOK (Le Poissonnier Fr.)
- GRILL COOK (LE Grillardin Fr.)
- VEGETABLE COOK (L'e entremettier Fr.)
- SOUP COOK (Le Potage Fr.)

Second Chef (Sous Chef Fr.)
- LARDER COOK (Le Chef de Garder Manager Fr.)
  - COLD WORK COOK (Le Chef de Froid Fr.)
  - HORS D'EUVRE COOK (Le Chef de Froid Fr.)
  - BUTCHER (Le Boucher Fr.)
- PASTRY COOK (Le Patisseaur Fr.)
  - BAKER (Le Boulangere)
  - ICE CREAM (Le Glacier)
- INDIAN SECTION COOK
- HOT SECTION COOK (CURRIES, RICE VEGETABLES, ETC)
  - TANDOORI
  - HALWAI (INDIAN SWEET COOK)
- RELIEF COOK (Le Chef Tourant Fr.)
  - Assistant Relief Cook (Le Commis Tourant Fr.)
- BREAKFAST COOK (Le Chef de Petit de Jeuner Fr.)
- STAFF COOK (Le Communar Fr.)
- COMMIS PORTERS APPRENTICES — For all sections

1. Kitchen department is not a part of F&B Division :

   (A) True   (B) False

2. Second in command in a kitchen is known as :

   (A) CDPs   (B) Commis   (C) Sous Chef   (D) Larder Chef

3.6 SECTIONS OF KITCHEN :
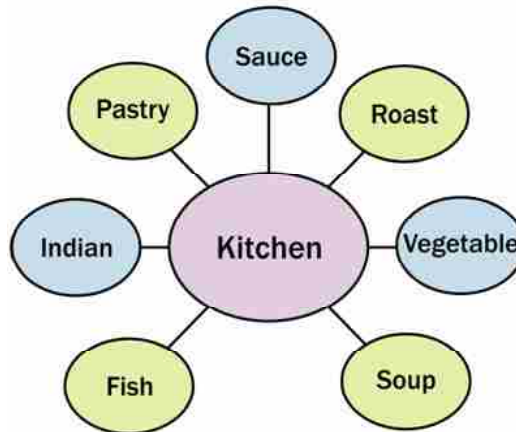
❖ **Sauce Section :**

The sauce section is responsible for providing all meat, poultry, game and offal dishes with the exception of those that are plain roasted or grilled. All the meat dishes are cooked and garnished.

The partie will also provide all basic and finished sauces served hot, they are normally required by the various partie in the kitchen. Normally, one first commences early duty to cover the preparation and cooking of dishes as 'Plat de Jour' as these often require a cooking time of 3–4 hours. Braising, boiling, peeling is also done in this section.

Similar to the fish partie and extensive part of the dishes are cooked, and a variety of cooked garnishes are also prepared. Mise–en–place for a banquet is also done here. The chef saucier does important work as he assembles the dishes which have an impact on the customers.

❖ **Roast Section :**

The roast section is responsible for providing all roast dishes of meat, poultry and game. It is responsible for all grilled dishes of meat, chicken offals and fish, and this duty is often delegated to the grilled cook. The section is also responsible for the preparation of the number of dishes and the deep frying of food items. It also prepares and finishes any savouries that are required.

❖ **Fish Section :**

This section is responsible for the provision of all fish dishes with the exception of those that are plain grilled or deep fried. The cleaning, de scaling, filleting crumbling is done by the fishmonger in larder.

Generally as a larger selection of fish is offered, an extensive mise–en–place is required.

At each service period, the following basic sauces are made ready for service : béchamel, white wine sauce, fish volute, hollandaise and melted butter. Further, a number of garnishes are prepared in advance to part cooked stage. By this arrangement, a variety of fish dishes particularly the poached and meuniere types can be done. Grilling is done by the grill cook or commis.

❖ **Vegetable Section :**

An entremet course in French was the responsibility of the entremet of vegetables, who skilfully prepared and cooked vegetables, which could be served as a separate course. An entremet was originally something sent to the table between the courses in France.

During the period before service, each day various quantities of vegetables are prepared, cooked, refreshed and placed into refrigerator. Semi–skilled workers do peeling, cleaning and trimming. Limited c, kept ready when service begins. Vegetable garnishes are prepared here and given to other sections.

The cooking of eggs forms an important part of the work in this section. Particularly omelette's of various types, e.g. plain, garnished, stuffed and flat round omelettes. Italian pastas but not noodles are also prepared in this section. Items like spaghetti, macaroni, and rice may be sent to other sections for garnishes.

The mise–en–place is carried out according to menu requirements. By this method, the vegetable cook and senior commis are able to cope with the finishing and serving of a vast amount of different dishes. Management of cooking vegetable well for large numbers calls for particular knowledge, skill and judgment and should never be entrusted to an unskilled and disinterested cook.

Soup Section : It is the responsibility of this section to prepare soups such as consommés, creams, veloutes, purees, broths, bisques and manyspecial international soups. All basic stocks are also prepared here. The cold soups are prepared and passed to the larder for service. The garnishes come from the larder and vegetable section.

Indian Section : This section is responsible for the preparation of all Indian dishes. The work is subdivided into subsections such as : Indian (bread and rice, pulaos, biryanis, chapattis, puris, bhaturas, etc.), vegetables, (bhajees, curries), meat, (including eggs and fish), tandoor (seekh kebabs, tandoor chicken, boti kebabs), Indian sweets (jalebis, rasgullas, rabri, etc.)

Pastry Section : The work of this section is normally separated from the main kitchen and is self–contained in the matter of cold storage. The function of this section is to prepare hot and cold sweets, for lunches, dinners and pastries for tea–time and other occasions. It also prepares pastes like short and puff pastry, frying batters for making noodles for supply to other corners of the kitchen.

Sorbets and water ice like items are made in pastry section. The service of ices and those sweets, which are based upon ice cream, are prepared and

assembled in patisserie. They also include the sweet omelette au surprise and soufflé surprise, melbas, etc.

The art of pastry includes work like coloured sugars to make flower baskets and similar decorative centre pieces, work with fondant and icing sugar, gum pastes, fashioning of praline into decorative objects.

Where hotels operate a bakery section, the master baker carries out the responsibility.

❑ **Check Your Progress – 4 :**

1. In charge of kitchen department is known as :

   (A) F&B Division Manager   (B) Executive Chef

   (C) Sous Chef   (D) F&B Manager

2. Sorbets, water ice cream soufflé are part of :

   (A) Soup Section   (B) Indian section

   (C) Fish section   (D) Pastry section

3.7 LET US SUM UP :

In this unit, we :

• Identified the various departments of hotels

• Outlined functions of the departments of hotel

• Pointed out the various sections of Food & Beverage division department.

• Illustrated the hierarchy of the Food & Beverage division department.

3.8 ANSWERS FOR CHECK YOUR PROGRESS :

❑ **Check Your Progress 1 :**

   1. (A),   2. (A)

❑ **Check Your Progress 2 :**

   1. (A),   2. (A)

❑ **Check Your Progress 3 :**

   1. (B),   2. (C)

❑ **Check Your Progress 4 :**

   1. (B),   2. (D)

3.9 GLOSSARY :

KOT : Kitchen order ticket. That is what a hotel executive signs when he entertains business contacts and his friends.

EDR : This is the executive dining room where executives take a bite. A cafeteria is where everyone else eats.

Sous Chef : Second in command in food production area after executive Chef.

Roast Section : A part of kitchen which is responsible for providing all roast dishes of meat, poultry and game meat.

Employee Catering : When companies and factories providing meals to their employees through directly by employees or through outside contractor.

3.10 ASSIGNMENTS :

1. Find out the job responsibilities of executive chef of a hotel.

2. Find out the job responsibilities of restaurant manager of a restaurant.

3.11 ACTIVITIES :

1. Find out how many catering establishment is providing meals to employees of local companies and factories in your city.

2. Go to any hotel in your nearby area and find out various kitchen section they have

3.12 CASE STUDY :

Adrian Dsouza, executive chef of Pride Hotel is frustrated due to abrupt cancelling of half of guests for a function in one of the hotel banquet. All the preparation for complete menu like purchasing, thawing, mis–en–place has been done in advance for food service.

Problem Mr Adrian is facing that what to do with all preparation which is been done already as financially hotel is already protected because of the contract between hotel and the company. Company has guaranteed full guests and they are liable to pay full amount. Mr. Adrian doesn't want to spoil or throw already prepared food and he was thinking of how to utilise that remaining food. After thinking for some time he realise that he has many options on how to utilise that food.

❖ **Discussion Questions :**

1. How many hat options do Mr. Adrian has ?

2. What is the perfect option among Adrian option you chose ?

3.13 FURTHER READING :

Introduction to Hospitality Management, John R. Walker, Prentice Hall, 2010 ISBN 81–297–0924–4

Food and Beverage Service–Training Manual, Sudhir Andrews Tata McGraw Hill Publication, Co. Ltd. New Delhi, 2003, ISBN–0–07–096358–4

■

UNIT 04 *Other Division*

4.0 LEARNING OBJECTIVES :

After working through this unit, you would be able to describe :

* Other divisions of hotel.

* Hierarchy of each division.

* Management and other staff positions in each division.

* The duties and responsibilities of each division in running a hotel.

4.1 INTRODUCTION :

A person or any guest of a hotel may never understand the complexity of managing a hotel, its products and its services and day to day operation of a hotel. Starting from hotel entrance to aesthetically designed rooms required many hours of planning, training, coordination, communication and efforts of staff of each division of a hotel. Behind the wall working of each division may not be visible to all guests but it is the services that are the result of meticulous planning of

each department is visible. For smooth running of any hotel it is important that all the employees of each division must have good communication within the division and between divisions also.Front of the house divisions cannot provide good products and services without the help and assistance of back of the house divisions. For example Front Office Department can only sell rooms when housekeeping and maintenance department provide clean and safe rooms for guests.

So it is the teamwork of all division and department which helps in running a hotel smoothly. Every division should give their best to provide a wholesome environment to each and every guest of a hotel. Every guest has some basic expectation from the hotel, which every division of a hotel has to fulfil by working closely and efficiently. Basic guest's expectations from hotels are :

• Safe and secure accommodation in a hotel.

• A clean and comfortable guest room.

• Good quality food and beverage facilities.

• Courteous, professional, knowledgeable and friendly service.

• Well maintained facilities and equipment on hotel.

In this chapter we will examine all these division of hotel which works behind close door to contribute and achieve hotel's mission. We will also see staff positions, hierarchy and working conditions of these departments.

4.2   HOTEL ORGANISATION :

Hotel owners first hire general manager for a hotel and empower the general manager to hire division head of all divisions. All the division head with general manager forms the management team of the hotel and this team represent hotel on behalf of owners to general public. We have studied Room Division and Food and Beverage division in earlier units, in this chapter we will focus on other divisions of hotels like Human Resource Division, Sales & Marketing Division, Engineering & Maintenance Division, Accounts Division, and Security Division.

These all division can be classified as support division as these divisions does not earn revenue directly but support revenue earning division in earning revenue. These divisions can also be classified as back of the house division as employees of these division generally have a very little or no interaction with hotel guests. Employees of this division indirectly serve guest through maintaining rooms and hotel areas through handling their accounts, organising their events, maintaining machines and equipment, securing hotel and guest's assets etc. The following section examines these divisions.

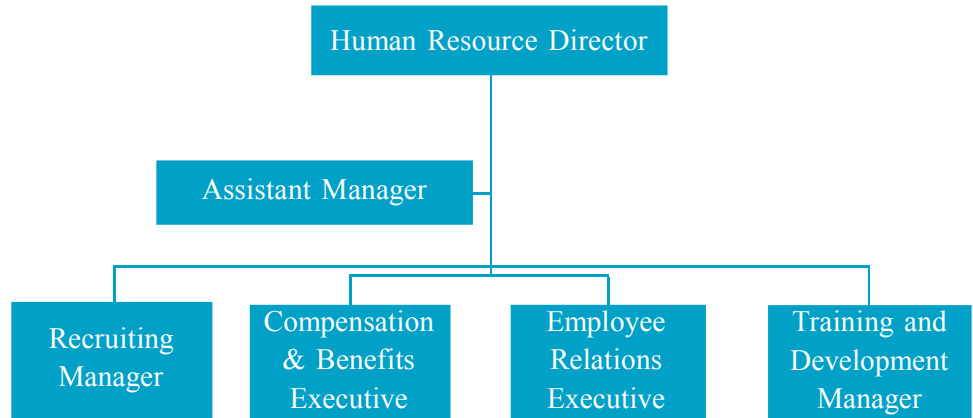## 4.3   HUMAN RESOURCE DIVISION :

Human Resource division is mainly responsible for managing all human resources of a hotel. By human resource, we mean all staff members of hotel in all departments. They are also responsible for providing right direction to all employees through training, solving their grievances and making them a part of organisation. They deal with salaries, wages, safety, fringe

benefits, and overall wellness of employees working in organisation. They are also responsible for motivating employees so that they can give their absolute best for their organisation. The human resources department also serves as a progressive voice in system and strives to ensure competitiveness in the work place through transparency and equality among staff. Hierarchy of Human Resource division is :

```
                    ┌─────────────────────────┐
                    │ Human Resource Director │
                    └─────────────────────────┘
                                │
              ┌─────────────────────┐
              │  Assistant Manager  │
              └─────────────────────┘
                                │
    ┌──────────┬───────────────┬──────────────┬──────────────┐
┌─────────┐ ┌──────────────┐ ┌───────────┐ ┌──────────────┐
│Recruiting│ │ Compensation │ │ Employee  │ │ Training and │
│ Manager  │ │  & Benefits  │ │ Relations │ │ Development  │
│          │ │  Executive   │ │ Executive │ │   Manager    │
└─────────┘ └──────────────┘ └───────────┘ └──────────────┘
```

The duties and responsibilities of human resource department are :

- Human resource department is responsible for talent acquisition and recruitment of employees for all departments but final hiring decision rests with department head where the employee will be working.

- One hired, human resource division is also responsible for proper orientation of each and every new employee in the hotel.

- Human resource department also responsible for retaining qualified individuals.

- Human resource department also sets the salaries and wages of all employees based on regional market rates.

- They are also responsible for overseeing employee attendance and working schedules, including paid time off, overtime and breaks..

- Human resource department is responsible for employee's appraisal at the end year in the form of customer evaluation, peer review, team–based performance, and appraisal of managers.

- Human resource department is also responsible to create system of rewards and payment systems that reward employees for attaining quality goals.

- Human resource department is responsible to administer all aspects of employee's fringe benefit programs including bonuses, leaves, incentives etc.

- Human resource department also make sure that hotel complies with all government rules regarding employment.

❑ **Check Your Progress – 1 :**

1. Hiring, recruiting is the responsibility of which department :

   (A) Sales & Marketing Division   (B) Human Resource Division

   (C) Accounts Division   (D) Room Division

2. All division head reports to :

   (A) CEO of Company   (B) General Manager

   (C) Room Division Manager   (D) Manager on Duty

4.4   SALES AND MARKETING DIVISION :

The major role of the sales and marketing division is to bring in business and increasing sales of the hotel's products and services. In large hotels, sales and marketing division is headed by director of sales and marketing. Sales and marketing responsibilities in large hotels are usually divided into 4 sections : sales, marketing, revenue management and convention services. Sales and marketing staff need to be in regular touch with from office and banquet department of hotels as they bring business for front office in the form of room and business for banquets in the form of different conferences and conventions. Marketing & Sales are very important parts of a Hotel in order to fill guestrooms & restaurants & also to sell function & meeting room space. Marketing activities are always coordinated with the help of sales team.

Director of Sales & Marketing

Sales Manager — Sales Exectives — Clerical Staff

Revenue Manager — Reservation Staff

Marketing Manager — Marketing Executives — Clerical Staff

Convention Service manager — F&B Sales Executives — Clerical Staff

❖   **Marketing Department :**

The role of marketing division is of immensely important in the Hospitality Industry. Key roles are :

• Understanding the needs of customer.

• Keep a track of the trends in the market.

• Conducting market research to explore the opportunities in the best & optimal way.

• Helps in the new product development & innovation.

• Manages the promotional activities of the property.

❖   **Sales Department :**

The intangibility features in Service makes the hospitality sales more challenging & complex. Key roles are :

• Searching out the prospects & diversify the client base.

• Developing & converting the leads into Customers.

• Develop action plans & helps in the proper implementation of the marketing plan devised by the marketing department.

- Creating a well–trained& smarter sales force for handling enquires & converting the prospects into customers.

- Helps in developing new & attractive sales promotion tools to increase the revenue.

❑ **Check Your Progress – 2 :**

1. Sales and Marketing and Accounts division are part of :

    (A) Revenue Divisions   (B) Supports Division

2. Developing & converting the leads into customers is a part of which department :

    (A) Sales Department   (B) Marketing Department

3. Which department manages the promotional activities of the hotel :

    (A) Sales Department   (B) Marketing Department

4.5 SECURITY DIVISION :

The security department of a hotel is responsible for the overall security of the hotel building, in–house guests, visitors, and employees of the hotel, and also their belongings. Hotel security is not only limited to security department, each and every employee and department of a hotel is responsible for hotel security. Director of Security is an important part of hotel management team and should maintain great working relationship with all department heads. He or she should have complete knowledge of hotel operations, should understand his responsibility to secure all hotel assets including guests and staff. He or she should have working relationship with government law enforcing agencies, know how to deal with them and should have diplomatic and tactful skills to deal with government agencies as well as with hotel guests.

Director of Security
↓
Security Manager
↓
Security Supervisors
↓
Security Officer
├── Guards
└── Door Men
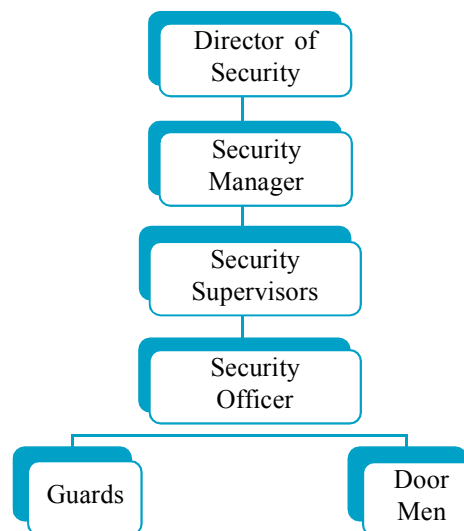
Duties and responsibilities of security division are :

- Maintaining a safe and secure environment for guests and employees.

- Taking care of all assets of a hotel.

- Prevent losses through regular patrols, continuous monitoring of CCTV cameras.

- Monitoring all security systems and equipment.

- Conduct periodic drills with each employee and sometimes with guests also to make them ready for any emergency situations like fire, flood, terrorism attack etc.

- Keeping an eye inside and outside of hotel to prevent theft, robbery, and other unlawful activity inside the hotel.

- Spot checking of incoming and outgoing deliveries of products in hotel.

- Checking and frisking of incoming and outgoing staff members.

- Assist manager on duty in case of any abusive or disruptive guest.

- Look out for any suspicious person, prostitute or any confused person operating on premises.

- Providing training with the assistance of HR division to all employees on regular basis for emergency situation.

- Transferring cash from bank to hotel and vice versa along with the general cashier of hotel.

❑ **Check Your Progress – 3 :**

1. Only security division is responsible for safety and security of guests :

   (A) True   (B) False

2. Frisking hotel employees is also a part of hotel security.

   (A) True   (B) False

4.6 ACCOUNTS DIVISION :

This division maintains all the financial transactions. Accounting division of a hotel specifically handle a variety of important tasks such as invoicing customers, accounts receivable monitoring, collections, account reconciliations, payables processing, consolidation of multiple entities under common ownership, budgeting, periodic financial reporting as well as financial analysis. Primary responsibility of accounting division is to provide management all the necessary financial information needed to make daily operating decisions to achieve organisation goals. General Manager of large properties deploys the responsibility of accounts division to Unit Financial Controller who is the head of division. Unit Financial Controller is overall responsible with the daily workings of account division. Financial controller is responsible for overseeing the development of recording systems, summarising and classifying financial information. He or she also monitors internal control of cash and cheque, coordinate with other division head with budgeting process of hotel, oversee tax returns of the hotel etc. Accounting Division responsibilities in large hotels are usually divided into 4 positions : General Cashier, F&B Controller, Store manager, Purchase Manager.
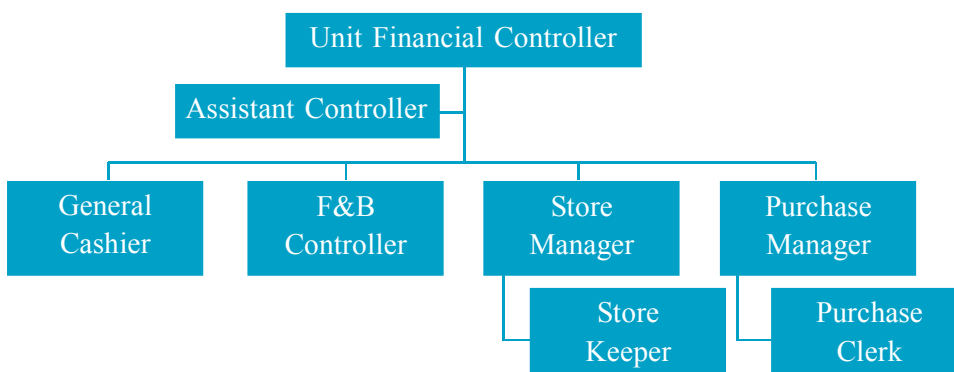
General Cashier is responsible for all the monetary transaction happened in the hotel. He or she is also responsible for transferring cash to banks and vice versa. All the cash or cheques collected in hotel have to be submitted to the general cashier of hotel.

F&B Controller is responsible for control of everything related to food and beverage stores. He or she controls the ordering, purchasing and issuing of food and beverage goods. They ensures hotels, restaurants have sufficient amount of foods and beverages to meet customers' needs.

Store Manager of a hotel is responsible to receive, store and issue supplies and equipment on a day to day basis to other department for smooth functioning of hotel. He or she work closely with purchasing department, ensure cleanliness of all work areas, keeping storage and receiving areas clean and tidy at all times. He or she is also responsible to protect all storage items from deteriorating and in safe condition.
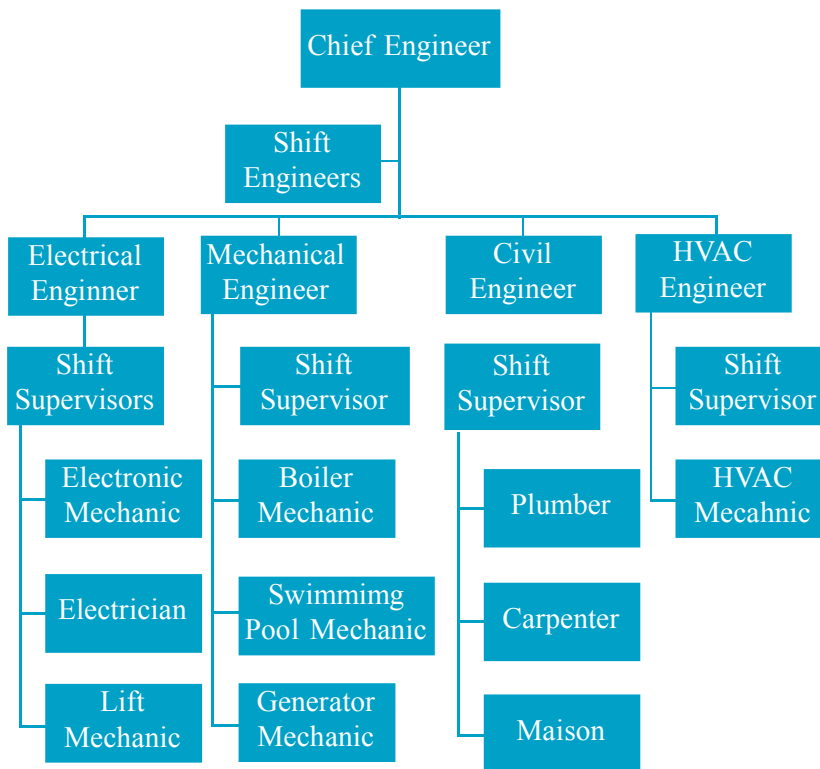
Purchase Manager the role of purchase manager is to assist other division to purchase all necessary products they needed to run their department. Every division has own requirement and purchase manager supervise the purchasing process and helps in getting best possible product with reasonable price.

❑ **Check Your Progress – 4 :**

1. F&B Controller is a part of which division :

    (A) Sales & Marketing Division   (C) Room Division

    (B) Food and Beverage Division   (D) Accounts Division

4.7 ENGINEERING DIVISION :

Engineering department is known as an unsung hero of hotel industry. They usually don't get the praise they deserve in running a successful hotel.The engineering department is responsible for repairing and maintaining the plant and machineries, water treatment and distribution, boilers and water heating, Heating, Ventilating and Air–conditioning (HVAC) system, sewage treatment, external and common area lighting, fountains and water features etc. A hotel require huge investment in the form of land, building, plants, big and small machineries, equipment and only engineering department has responsible to keep all these in proper working condition. They are also responsible for all engineering works and its maintenance inside hotel guest rooms and every area of hotel and maintenance of all the equipment, furniture and fixtures of hotel.

```
                    ┌─────────────────┐
                    │ Chief Engineer  │
                    └─────────────────┘
                       ┌──────────┐
                       │  Shift   │
                       │ Engineers│
                       └──────────┘
```

Electrical Enginner	Mechanical Engineer	Civil Engineer	HVAC Engineer
Shift Supervisors	Shift Supervisor	Shift Supervisor	Shift Supervisor
Electronic Mechanic	Boiler Mechanic	Plumber	HVAC Mecahnic
Electrician	Swimmimg Pool Mechanic	Carpenter	
Lift Mechanic	Generator Mechanic	Maison	

A hotel property of any shape and size requires a chief engineer to lead engineering and maintenance department and to look after its management and technical requirement of a hotel. An engineering division has various sections : electrical, plumbing, HVAC, refrigeration, general maintenance, water management, boilers, life safety, carpenters etc. Every section has a trained section engineer to look after these sections.

Duties and responsibilities of engineering and maintenance division are :

• Maintain all distribution system services for electricity, water, fuel, gas steam etc.

• Maintain all machines and equipment in proper working condition.

• General and routine maintenance of all equipment and machinery on regular basis.

• Maintain maintenance records of all maintenance activities carried out in hotel.

• Ensure timely response to all requests of service from other department or from any guest.

• Cost management so that they can contribute in earning revenue for hotels through cost saving and best practices.

• Maintain all bills for electricity and other utilities like gas, steam etc.

• Continuing inspection of hotel buildings, grounds, machineries and equipment to prevent any future accidents.

❑ **Check Your Progress – 5 :**

1. Plumber, carpenters comes under :

    (A) Civil Engineer   (B) HVAC Engineer

    (C) Electrical Engineer   (D) Mechanical Engineer

2.   Which division can be considered as an unsung hero of a hotel :

(A) Sales & Marketing Division

(B) Human Resource Division

(C) Accounts Division

(D) Engineering & Maintenance Division

4.8   ADDITIONAL DEPARTMENTS :

Other than revenue division and supporting division, many hotels have some additional departments. These additional departments sometimes are the part of some main division and in some hotels they have separate department. Examples of these additional departments are as follows :

4.8.1 Information and Technology :

The Information Technology department is responsible for the day–to–day support of all IT systems, business systems, office systems, computer networks, and telephony systems throughout the hotel. Additional responsible of IT department is information technology issues, products, and services at the property. They also provide training for all property/site systems, network enhancements, hardware and software support etc. to the concern staff.IT manager reports to room division manager or to general manager.

4.8.2 Recreation Department :

Many hotels especially resorts dedicated a separate department to the recreational activities of individual and group guests. It includes online games, indoor and outdoor sports and activities such as badminton, carom, chess, swimming pool, tennis, golf, walking and cycling tours, horse riding, biking, sightseeing, etc. Some hotels or resorts also provide adventure sports such as mountaineering, parasailing, gliding, hiking, water sports, bungee jumping, skydiving etc. This department also plan activities such as art and craft show, historical shows, children's activities. Most of these services are on charge basis and employees of this department are responsible for collecting fees of these activities. Manager of Recreational department generally report to room division manager.

4.8.3 Retail Outlets :

Most of the hotels currently establish many types of retail outlets for the convenience of guests which also helps in generating revenue for thehotel. These retail outlets are generally established in hotel lobbies or near entrance to attract hotel guests and other people. These retail outlets could be owned by hotel itself or can be given to other people on percentage of sales or on fixed rent.

4.8.4 Casinos :

Casino hotels have casino division that provide casino facilities to in–house and outside guests. They cater to casino lover guests and provide casino games. The casino division offer varieties of entertainment and other attraction to attract customers into their gambling facilities. Generally the revenue hotel generates from casino is more than room division of hotel, which is the general case with other hotels. That is why hotels with casino facilities are known as casino Hotels. Casino manager reports directly to general manager.

4.8.5 Learning & Development Department :

Learning and development department is headed by learning and development manager. He or she is in charge of all training programmes in hotel, regardless of staff position. Learning and development manager plans, coordinate, implement and review all training activities in hotel. He or she should ensure that all employees of hotel get required training without any bias. He or she should also ensure that all employees understand hotel procedures so that they can fulfil their duties as per expectation of hotel management. He or she should understand current trends in training and implement those new training technique to update hotel staff. Learning and development manager also take recreational need of all trainees and employees. They regularly conduct games, picnic, parties and other outdoor activities for all staff and trainees of hotel. He or she also responsible for maintain, updating and editing of all training records of employees including training within department or in other department. Learning and development department pre–plans annual training needs and compile report of all training activities.

Learning and development division are also responsible for wellness of all trainees in hotel, whether it is industrial or job training. Learning and development manager look after all training need of trainees and solving their grievances. He or she also conduct regular meeting with division head to evaluate progress of each trainee in hotel. They also reward trainees with trainee of the month and other incentives according to their performances.

Learning and development department generally comes under human resource division in large hotels. Small hotels generally do not have this department all activities of this department are handled by Human Resource division. Learning and development manger directly reports to human resource director of hotel.

□ **Check Your Progress – 6 :**

1. Revenue from casino is more than the revenue from room division in Casino hotels :

   (A) True   (B) False

2. Adventure sports, sightseeing and other outdoor activities are not a part of hotel services;

   (A) True   (B) False

4.9 LET US SUM UP :

In this unit, we :

• Understand various support division of hotels

• Learn about organizational structure of each division.

• Understand the importance of support centre in running a hotel.

4.10 ANSWERS FOR CHECK YOUR PROGRESS :

□ **Check Your Progress 1 :**

   1. (B),   2. (B)

□ **Check Your Progress 2 :**

   1. (B),   2. (A),   3. (B)

□ **Check Your Progress 3 :**

   1. (B),   2. (A)

□ **Check Your Progress 4 :**

   1. (D)

□ **Check Your Progress 5 :**

   1. (A),   2. (D)

□ **Check Your Progress 6 :**

   1. (A),   2. (B)

4.11 GLOSSARY :

Back of the House Division : Hotel divisions that work behind the close doors which are not accessible to hotel guests. Employees of back of the house division have little or no contact with guests.

Support Division : Hotel divisions that support revenue earning divisions in generating revenue for hotels. They do not generate direct revenue for hotels.

General Manager : The top manager of a hotel who is responsible for overall success of hotel. All division heads reports to general manager.

Security : Protecting people including guests and staff, hotel and guests assets from any outside or inside danger or harm.

Safety : Safety means protection against anyharm and non desirable outcome due to unsecure environment in the hotel which can cause accidents.

Clerical Staff : Lower level staff that works in an office doing small works like arranging files, furniture etc.

4.12 ASSIGNMENTS :

1. Find out the job description of all division heads of a hotel.

2. List down the activities of learning and development department.

4.13 ACTIVITIES :

1. Go to any small hotel in your city with prior permission and try to find out job positions in each division of that hotel and how they are different from staff positions we studied in this chapter

2. Make an organizational structure (hierarchy) of a big hotel.

4.14 CASE STUDY :

A hotel in India started a recruiting plan based on referrals from current employees of hotel. At starting year this system worked, primarily because hotel had a trained, knowledgeable, strong, competent staff during this period. However problems began to develop next year as fewer & fewer referred people applied to fill the increasing number of positions at the hotel. Despite of shrinking pool of applicants for increasing number of jobs, HR manager continued to rely on the employee referral system for his hotel. He justified this decision by saying "Even though fewer employees are available, the employee referral method brings employees into our chain who are knowledgeable, know about our hotel and its working & as per our expectations. In the long run, these aspects will help us keep training & orientation costs down"

But unfortunately, the referral program is failing miserably in coming years and the hotel is desperately short of staff .To acknowledge the problem, finally the management developed a new position i.e. Director of recruiting. You have been hired for this position and asked to prepare a recruitment plan those solves labour supplies problems that your hotel has been facing over the past few years. However, your first problem is to convince HR director of the need for a recruitment program.

❖ **Discussion Questions :**

1. What arguments can you use to convince the HR director of the need to establish new recruiting methods & strategies ?

4.15 FURTHER READING :

Human Resource Management, K. Aswathappa, 6th edition. Mc Graw Hill, ISBN–10 : 0070682135 ISBN–13 : 978–0070682139

BLOCK SUMMARY :

This block informs us about various operations in each divisions of a hotel. Block starts with classifications of hotel division. Then it give a brief idea about Front office Department and Housekeeping department which are part of Room Division. Second unit of this block focuses on nerve centre of a hotel i.e. Front Office department. It gives organisational structure of Front office and also discusses various sub sections of Front Office department. It discusses the functions of each section of Front Office. It also provide the attributes of Front office staff.

Further we have seen the Food & Beverage Division of hotel which consists of F&B Service department and Food production Department (Kitchen). It provides the organisational structure of F&B Department. This block also gives us detailed information about types of catering establishment which include commercial and non–commercial sectors. Further it focuses on Food Production department and discusses all the section of kitchen area and also provides organisational structure of a large kitchen.

In the last chapter of this block, we have seen all non revenue earning divisions of hotel which are also known as support centres. It provides organisational structure of all support divisions and its functions. This block also discussed other departments which sometimes have different identity and sometimes they are part of other divisions of hotels.

BLOCK ASSIGNMENT :

❖ **Short Questions :**

1. List out all divisions of hotels.

2. Draw organisation chart of Front office department.

3. List out any 5 attributes of front office staff which you think are most important.

4. Draw organisational chart of a restaurant.

5. Draw organisation chart of Engineering Division

❖ **Long Questions :**

1. Give detailed classifications of hotel divisions.

2. Explain in brief about all sub departments of front office department.

3. Classify commercial and non–commercial sectors of catering establishment.

4. Explain sub section of kitchen department in your words.

5. Why engineering division is considered as an unsung hero of hotel industry.

❖   **Enrolment No. :** ☐

1.   How many hours did you need for studying the units ?

Unit No.	1	2	3	4
No. of Hrs.				

2.   Please give your reactions to the following items based on your reading of the block :

Items	Excellent	Very Good	Good	Poor	Give specific example if any
Presentation Quality	☐	☐	☐	☐	_____
Language and Style	☐	☐	☐	☐	_____
Illustration used (Diagram, tables etc)	☐	☐	☐	☐	_____
Conceptual Clarity	☐	☐	☐	☐	_____
Check your progress Quest	☐	☐	☐	☐	_____
Feed back to CYP Question	☐	☐	☐	☐	_____

3.   Any other Comments

....
....
....
....
....
....
....
....

INTRODUCTION TO
HOSPITALITY MANAGEMENT

BAOU
Education
for All

DR. BABASAHEB AMBEDKAR OPEN UNIVERSITY
AHMEDABAD

ROLE OF SELF INSTRUCTIONAL MATERIAL IN DISTANCE LEARNING

The need to plan effective instruction is imperative for a successful distance teaching repertoire. This is due to the fact that the instructional designer, the tutor, the author (s) and the student are often separated by distance and may never meet in person. This is an increasingly common scenario in distance education instruction. As much as possible, teaching by distance should stimulate the student's intellectual involvement and contain all the necessary learning instructional activities that are capable of guiding the student through the course objectives. Therefore, the course / self-instructional material are completely equipped with everything that the syllabus prescribes.

To ensure effective instruction, a number of instructional design ideas are used and these help students to acquire knowledge, intellectual skills, motor skills and necessary attitudinal changes. In this respect, students' assessment and course evaluation are incorporated in the text.

The nature of instructional activities used in distance education self- instructional materials depends on the domain of learning that they reinforce in the text, that is, the cognitive, psychomotor and affective. These are further interpreted in the acquisition of knowledge, intellectual skills and motor skills. Students may be encouraged to gain, apply and communicate (orally or in writing) the knowledge acquired. Intellectual- skills objectives may be met by designing instructions that make use of students' prior knowledge and experiences in the discourse as the foundation on which newly acquired knowledge is built.

The provision of exercises in the form of assignments, projects and tutorial feedback is necessary. Instructional activities that teach motor skills need to be graphically demonstrated and the correct practices provided during tutorials. Instructional activities for inculcating change in attitude and behavior should create interest and demonstrate need and benefits gained by adopting the required change. Information on the adoption and procedures for practice of new attitudes may then be introduced.

Teaching and learning at a distance eliminates interactive communication cues, such as pauses, intonation and gestures, associated with the face-to-face method of teaching. This is

particularly so with the exclusive use of print media. Instructional activities built into the instructional repertoire provide this missing interaction between the student and the teacher. Therefore, the use of instructional activities to affect better distance teaching is not optional, but mandatory.

Our team of successful writers and authors has tried to reduce this.

Divide and to bring this Self Instructional Material as the best teaching and communication tool. Instructional activities are varied in order to assess the different facets of the domains of learning.

Distance education teaching repertoire involves extensive use of self- instructional materials, be they print or otherwise. These materials are designed to achieve certain pre-determined learning outcomes, namely goals and objectives that are contained in an instructional plan. Since the teaching process is affected over a distance, there is need to ensure that students actively participate in their learning by performing specific tasks that help them to understand the relevant concepts. Therefore, a set of exercises is built into the teaching repertoire in order to link what students and tutors do in the framework of the course outline. These could be in the form of students' assignments, a research project or a science practical exercise. Examples of instructional activities in distance education are too numerous to list. Instructional activities, when used in this context, help to motivate students, guide and measure students' performance (continuous assessment)

PREFACE

We have put in lots of hard work to make this book as user-friendly as possible, but we have not sacrificed quality. Experts were involved in preparing the materials. However, concepts are explained in easy language for you. We have included many tables and examples for easy understanding.

We sincerely hope this book will help you in every way you expect. All the best for your studies from our team!

INTRODUCTION TO
HOSPITALITY MANAGEMENT

Contents

BAOU
Education for All

Dr. Babasaheb Ambedkar   **BBAATR-101**
Open University Ahmedabad

Introduction to Hospitality Management

BLOCK 4 : MICE TOURISM

UNIT 1   RECREATION AND LEISURE

UNIT 2   MEETING, INCENTIVES, CONVENTIONS AND EXHIBITION

UNIT 3   MICE TOURISM IN INDIA

UNIT 4   CAREER OPPORTUNITIES ON HOSPITALITY AND TOURISM INDUSTRY

MICE TOURISM

Block Introduction :

Meetings, Incentives, Conferences and Exhibitions. The acronym MICE is applied inconsistently with the "E" sometimes referring to events and the "C" sometimes referring to conventions. MICE is used to refer to a particular type of tourism in which large groups, usually planned well in advance, are brought together for some particular purpose. Recently, there has been an industry trend towards using the term meetings industry to avoid confusion from the acronym. Other industry educators are recommending the use of "Events Industry" to be an umbrella term for the vast scope of the meeting and events profession.

Most components of MICE are well understood, perhaps with the exception of incentives. Incentive tourism is usually undertaken as a type of employee reward by a company or institution for targets met or exceeded, or a job well done. Unlike the other types of MICE tourism, incentive tourism is usually conducted purely for entertainment, rather than professional or educational purposes.

MICE tourism usually includes a well–planned agenda centred on a particular theme or topic, such as profession trade organization, a special interest group or an educational topic. Such tourism is often a specialized area with its own exhibition. (e.g. : IMEX, EIBTM, GIBTM, AIBTM, CIBTM and AIME) and practices. Location of MICE events are normally bid on by specialized convention bureaux located in particular countries and cities and established for the purpose of bidding on MICE activities. This process of marketing and bidding is normally conducted well in advance of the actual event, often several years. MICE tourism is known for its extensive planning and demanding clientele.

Leisure, or free time, is time spent away from business, work and domestic chores. It is also the periods of time before or after necessary activities such as eating, sleeping and, where it is compulsory, education.

The distinction between leisure and unavoidable activities is loosely applied, i.e. people sometimes do work–oriented tasks for pleasure as well as for long–term utility. A distinction may also be drawn between free time and leisure. For example, Situations International maintains that free time is illusory and rarely free; economic and social forces appropriate free time from the individual and sell it back to them as the commodity known as "leisure". In this block, unit 1 discusses recreation and unit 2 takes an in depth look at meetings, incentives conventions and expositions.

Block Objectives :

After learning this block, you will be able to understand :

• About recreation and leisure
• Difference between commercial and non commercial recreations.
• About voluntary organisation.
• About components of MICE and MICE Tourism
• About Off–Premise catering
• Mice Tourism in India
• Famous MICE destinations in India
• About opportunities and challenges faced by MICE Tourism in India
• About event management and various types of events
• About career opportunities in hotel and tourism industry

Block Structure :

Unit 1   :   **Recreation and Leisure**
Unit 2   :   **Meeting, Incentives, Conventions and Exhibition**
Unit 3   :   **MICE Tourism in India**
Unit 4   :   **Career Opportunities on Hospitality and Tourism industry**

UNIT 01 — *Recreation and Leisure*

UNIT STRUCTURE

1.0   LEARNING OBJECTIVES :

After working through this unit, you should be able to :

- Explain Recreation
- Discuss entertainment habits of Indian youth
- State leisure
- Outline Voluntary organizations

1.1   INTRODUCTION :

Recreation is any activity people choose to do during their leisure or free time for the fun, pleasure or satisfaction it provides. Recreation is better known as an act of diversion : an activity that diverts, amuses, refreshes or stimulates the mind, body and soul.

Recreation planning is a people–oriented process that brings together information about the rational allocation of recreation and sport resources to meet the present and future requirements of people at state, regional and local level.

Recreation therapy is the use of leisure activity to achieve a treatment goal. Therapeutic activities can include art, friendship development, dance, outdoor experiences, therapeutic sports, and more. Recreation therapy can be done in many different settings, such as hospitals, rehabilitation centres, nursing homes, community parks departments and independent living centres.

Outdoor recreational activities are undertaken in a natural environment and these activities include an educational process that facilitates leadership, interpersonal and management skills. The possibilities for recreational activities in India are enormous.

While leisure is more likely a form of entertainment or rest, recreation is active and participatory, but in a refreshing and diverting manner. As people in the world's wealthier regions lead increasingly sedentary life styles, the need for recreation has grown. The rises of so called indoor recreational activities exemplify this.

The amount of leisure time at the disposal of the average person has increased significantly as the workweek has shortened. Management of recreation pursuits is now a thriving business field, and trained professionals in recreation are finding many career options open to them.

1.2   RECREATION :

As post–industrial revolution, the society has become more complex, life has become more stressed. Compared to a generation ago, the stress levels of business executives is much higher. The term burned–out–and indeed, the' word stress– have only become a part of our everyday vocabulary in recent years. Recreation is all about creating a balance, a harmony in life that will maintain wellness and wholeness.

Recreation allows people to have fun together, engage themselves in such activities which relax them and to form lasting relationships built on the experiences they have enjoyed together. This recreational process is called bonding. Bonding is hard to describe, yet the experience of increased interpersonal feeling for friends or business associates, as a result of recreational pursuit is common. These relationships help in solving personal as well as professional problems.
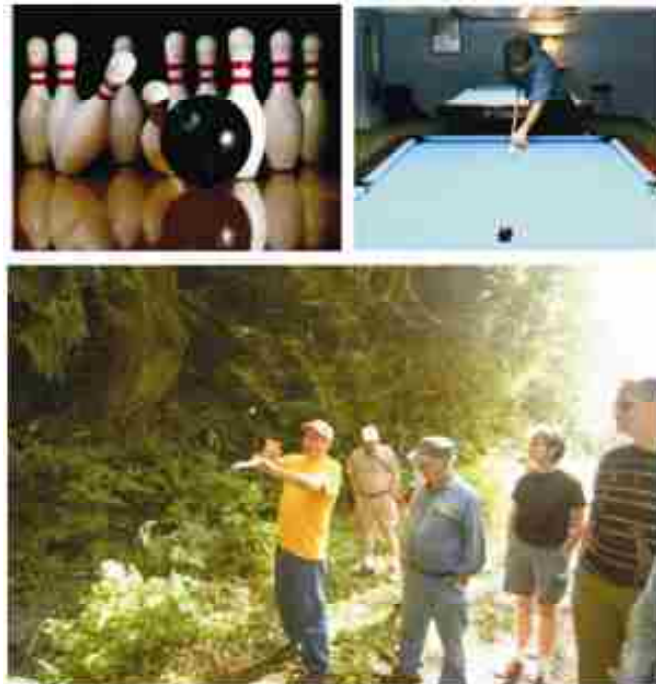
Recreation is a process that seeks to establish an environment which can lead to happiness. Happiness and well being, therefore, are incidental outcomes of recreation.

1.2.1 Public Recreation and Parks Agencies :

During the early part of the nineteenth century in the United States, the parks movement expanded rapidly as a responsibility of government and voluntary organizations. By the early 1900s, fourteen cities had made provisions for supervised play facilities, and the playground movement (here the children of neighbourhood can gather together and perform certain play activities) gained momentum. Private initiative and financial support were instrumental in convincing city government to provide tax dollars to build and maintain new play areas.

Increasingly, the concept that city governments should provide recreation facilities, programs and services became widely accepted. Golf course swimming pools, bathing beaches, picnic areas, winter sports facilities, game, fields and playgrounds were constructed. In other word, the provision of selected recreation–related products or services by a governmental or non–profit organization in a commercial manner, with much or all of the costs covered by fees, charges, or other non–tax revenues."

1.2.2 Commercial Recreation / Non Commercial Recreation :

Recreation Management was developed in the 1920 and 1930s, when recreation and social programs were offered as a community service, Colleges and universities began offering degree programs. Both public and private sector recreation management has grown rapidly since 1950.

Commercial recreation has been defined as "recreation for which the consumer pays and for which the supplier expects to make a profit". "Commercial recreation includes theme parks, attractions and clubs" and non commercial recreations are community gardens, public libraries' etc. Primary function is the provision of retail products and entertainment; including sporting goods, theme/amusement/water parks, movie theatres, sport/fitness/health clubs, golf courses and country clubs.

* Convention Centres
* Hotels/Motels/Resorts
* Golf Courses
* Entertainment/Sports Complexes
* Cruise Ships
* Health Clubs
* Special Event Companies
* Equipment Sales
* Theme/Amusement Parks
* Country Clubs
* Local Commercial Recreation Businesses
* Retirement Communities
* Industrial Recreation Programs
* Campgrounds
* Boating and Marina Facilities

Economic, social, and environmental benefits

• Employment opportunities

• Local economy is stimulated

• Opportunities for investment from outside.

• Property values increase

• Tax revenues increase

• Recreation opportunities increase

• Economic multiplier improves

1.2.3 Theme Parks :

Theme parks are terms for a group of rides and other entertainment attractions assembled for the purpose of entertaining a large group of people. An amusement park is more elaborate than a simple city park or playground, usually providing attractions meant to cater to children, teenagers and adults.

Theme parks attractions very according to theme, which might be historical, cultural, geographical, and so on, some parks. Other parks and attractions focus on multiple themes, like King's Island in Ohio, a family entertainment centre divided into six theme areas; International street, October First, River, Town, Hanna–Barbera Land, Coney Mall and Wild Animal Habitat. Another, example is Great America in California, a hundred–acre family entertainment centre that evokes North America's Past in five themes : Home Town square, Yukon Territory, Yankee Harbour, Country Fair and Orleans Place.

Following are few examples of famous theme parks in the world

1. Magic Kingdom Park at Walt Disney World

2. Islands of Adventure – Florida, US

3. Cedar Point – Ohio, US :

4. Epcot – Orlando, US

5. Blackpool Pleasure Beach – Lancashire, UK

6.   Port Aventura – Spain :

7.   Europa Park – Germany

8.   Tivoli Gardens – Denmark :

9.   Tokyo Disneyland :

10.   Beijing Shijingshan Amusement Park – China

11.   Ocean Park – Hong Kong

12.   SuoiTien Cultural Amusement Park – Vietnam

1.2.4 Clubs and City Clubs :

Clubs : Club is an association of two or more people united by a common interestor goal. A service club, for example, exists for voluntary or charitable activities;there are clubs devoted to hobbies and sports, social activities clubs, political and religious clubs, and so forth.

Private Clubs are places where only members gather for social, recreational, professional or fraternal reasons. Many of today's clubs are adaptation of their predecessors, mostly from England and Scotland. For example, the North American Country Club is largely patterned after the royal and Ancient Gold Club of St. Andrews, Scotland, founded in 1758 and recognized as the birth– places of golf.

City Clubs : City clubs are predominantly business oriented; they vary in size, location types of facilities offered. Some of the older, established clubs own their own buildings, and other lease space, Clubs exist to cater to the wants and need to members. Clubs in the city fall into the following categories :

•   Professional' Club

•   Social Club

•   Athletic Club

•   Dining Club

•   University Club

•   Military Club

•   Proprietary Club

•   Yachting Club

•   Fraternal Club

Professional clubs, as the name implies, are clubs for people in the same profession. E.g. Family Physicians Association of India, Bharatiya Patrakar Sangh(Indian Journalist Association) are the good examples.

Social Clubs : Social club may refer to a group of people or the place where they meet, generally formed around a common interest, occupation or activity (e.g. hunting, fishing, politics or charity work) .Conversation and social interaction focus on companionship or entertainment unrelated to business. E.g. Women's club, Rotary club, Saturday Club etc.

Social clubs allow members to enjoy one author's company; members represent many different professional, yet they have similar socioeconomic backgrounds.

Athletic clubs : Athletic clubs give city workers and residents an opportunity to work out, swim, play squash and / or racquetball, and so on. Some of the downtown Athletic clubs provides tennis courts and running tracks on the roof. Athletic clubs also have lounges, bars and restaurants at which members may relax and interact socially. Some clubs are always open for lunch and occasionally for dinner .e.g. Mohan Bagan Athletics club, India Football club etc.

Dining Clubs : A dining club is a social group, usually requiring membership (which may, or may not be available only to certain people), which meets for dinners and discussion on a regular basis. They may also often have guest speakers. Clubs may limit their membership to those who meet highly specific membership requirements

Dining Clubs are generally located in large city office buildings. Memberships are often given as in inducement to tenants who lease space in the office buildings. These clubs are always open for lunch and occasionally for dinner e.g. Gentlemen's club, Dining Club, India.

University Clubs

University Clubs are private clubs for alumni. With a few exceptions, they are for an alumnus of a university. University Clubs are generally located in the high–tent district and offer a variety of facilities and attraction focusing on food and beverage services. E.g. Bombay Flying Club, Ham radio Club in India.

Military Clubs : Military clubs cater to both NCOs (non–commissioned officers) and enlisted officers. Military clubs offer similar facilities as other clubs for recreation and entertainment, and food and beverage offerings. Military clubs are located on base have in recent years given over their club management to civilians. E.g. East India Club in India.

Proprietary Clubs : Proprietary Clubs operate on a for–profit basis. Corporation or individuals own them; people wanting to become members purchase a membership share in the club. Proprietary clubs became popular with the real in the 1970s and 1980s. As new housing developments were planned clubs were included in several of the projects e.g. Turf Club of India.

Yacht Clubs : A yacht club is a sports club specifically related to sailing and yachting.Yacht clubs provide members with moorage slips, where their boats are kept secure. In addition to moorage facilities, yacht clubs have lounge, bar, and dining facilities similar to other clubs.

Yacht clubs are based on a sailing theme and attract members with various backgrounds who have sailing as one of their common interests. E.g. royal Bombay Yacht Club.

❑ **Check Your Progress – 1 :**

1. Stress level of current business executives are more than compared to a generation ago :

   (A) True   (B) False

2. Recreation for which the consumer pays and for which supplier expects to make profit is :

   (A) Non Commercial Recreation   (B) Commercial Recreation

3. Health Clubs and Country clubs are part of Non Commercial Recreation

   (A) True (B) False

1.3 VOLUNTARY ORGANISATION :

Voluntary Organization is non–governmental, non–profit agencies, serving the public–at–large or selected sector of population with multi–services programs that often include substantial elements of recreational opportunity. The best known voluntary organization include the Boy Scouts, Girl, Scouts, YMCA, YWCA and YM, –YWHA.

A multipurpose club has more exclusive recreation programs than a health clubs. Leagues, tournaments and classes are common for racquet sports, and most clubs offer several types of fitness classes, some innovative clubs offer automatic bank tellers, stock market quote services computer matching for tennis, Competition, auto detailing, laundry and dry cleaning services and wine –cellar storage.

The organizations which offer non commercial recreations are generally Government run organization or bodies which cater to the public for their well being like parks and garden run by municipal corporations etc.

Campus Recreation : Campus recreation centres provide organized leisure and recreational programs with services involving millions of participants each year. The programs include involvement by campus recreation offices, student unions, residence staffs, or other sponsors. The activities have heavy components of the followings types : competitive sports and games; outdoor recreation trips and events–cultural programs such as music, drama, dance and films; lecture on social issues and oriented activities.

Armed Forces and Employees Recreation : It is the official policy of the Department of Defence to provide a well– rounded morale, welfare and recreational program for the physical, cultural social and mental well being of its personnel. Each of the services sponsors recreational activities under the auspices of the Morale, Welfare and Recreation Program (MWR) MWR programs include the following types of' activities :

- Sports, including self–directed, competitive, instructional
- Motion pictures
- Service clubs and entertainment
- Crafts and hobbies
- Youth activities for children of military families
- Special interest groups such as aero, automotive, motorcycle, boat clubs, as well as hiking, skydiving, and rod and gun clubs.
- Rest centres and recreation areas
- Open dining facilities
- Libraries
- Dramas, skits

Employee Recreation : Business and industry have realized the importance of promoting employee efficiency. Human resource experts have found that workers who spend their free time at constructive recreational activities have less absenteeism resulting from emotional tension, illness, excessive use of alcohol,

and so on and their performance at work is always better.. Employee recreation programs may also be an incentive for a prospective employee to join a company as well as management can use it as a tool of employee retention.

Recreation for Special Population : Recreation for special populations involves professionals and organizations who serve groups such as the mentally ill, mentally retarded, or physically challenged. In recent years, there has been increased recognition of the need to provide recreational programs for special populations. These programs, developed for each of the special population groups, use therapeutic recreation as a form of treatment.

One of the sports programs for people with disabilities that has received considerable attention in recent years is the Special Olympics, an international program of physical fitness, sports training, and athletic competition for children and adults with mental retardation. The program is unique because it accommodates –competitors at all ability levels by assigning participants to competition divisions based on both age and actual performance.

Recreation Management, It is the study of recreation, as well trains the students to look at the business and structure of the recreation industry, from national parks to amusement parks, from forests to sport fishing. It is a combination of business and social science, where one can get the opportunity to study the psychology of sports alongside microeconomics and accounting.

With the continuous demand for a break from hectic lives, Recreation Management majors could find it relatively easy to land a job in this lucrative industry. As more people explore national parks or vacation at posh resorts, you will find yourself poised to provide top–notch recreational options with the business and managerial skills necessary to making whatever activity you're selling a financially worthwhile endeavour.

❑ **Check Your Progress – 2 :**

1. Armed Forces and employee recreation are part of Non Commercial Recreation

    (A) True   (B) False

2. Recreation for special population means recreation for professionals :

    (A) True   (B) False

1.4 LEISURE :

Leisure or free time is a period of time spent out of work and essential domestic activity. It is also the period of recreational and discretionary time before or after compulsory activities such as eating and sleeping, going to work or running a business, attending school and doing homework, household chores and day–to–day stress.

The distinction between leisure and compulsory activities is loosely applied, i.e. people sometimes do work–oriented tasks for pleasure as well as for long–term utility. Distinction may also arise between free time and leisure. For example, criticism of consumer capitalism by the Situations International maintains that free time is illusory and rarely free and instead, economic and social forces appropriate it from the individual and sell it back to him as a commodity in the form of leisure.

Modern life is a busy life. The pace of life gets faster and faster every day and a man must hurry and utilize every moment of his life, otherwise he would be left behind in the race of life. But some leisure is necessary for the happiness of life. There can be no happiness for a man, unless he gets some time to pass in the way he likes best. Leisure may also be passed with great profit in the making of beautiful things. There was a time when the Indian skilled worker used to make beautiful carpets, baskets, toys, etc., in his leisure time, but now this art has been lost. Many of the Indian farmers and workers today are faced with problem of enforced leisure (unemployment) but they fail to use it rightly for the own good and for the good of society. They are advised to use their time in making traditional articles as their forefathers used to do. Similarly, the educated may take to some hobby which would both entertain them and make them more cultured. For example, they may do painting or the study of standard works of literature, more specially poetry. Gardening is another of the finest uses of leisure; the way in which a man passes his leisure is the test of his education. A really educated man would pass it in such cultural act ivies as give pleasure and lead to self– development as well Indians, generally, misuse their leisure, for the education they receive is bookish and does not make them intellectually curious. They are not eager to know and to do; they have not been educated in the real sense of the word. A leisure study is the academic discipline concerned with the study and analysis of leisure.

Leisure or **free time** is a period of time spent out of work and essential domestic activities. It is also the period of recreational and discretionary time before or after compulsory activities such as eating and sleeping, going to work or running a business, attending school and doing homework, household chores, and day–to–day stress. Leisure activities refresh mind and brings positive flow of energy. Leisure activities are of 2 types

- Active leisure activities : such activities include mental or physical strength of an individual. e. g. dancing, trekking etc.

- Passive leisure activities : where the body and mind is allowed to rest e.g. watching a movie.

- As per the need and availability of the activities, one can choose the activity to serve the purpose of recreation.

❖ **Entertainment Habits of Indian Youth :**

The spending of leisure rightly is an art, and a difficult art. It must be spent in activities which require some, "doing", some acting, some use of the brain. The correct way of passing leisure is to acquire culture, to make and contemplate beautiful things. During holidays, one may go out on picnics, as is done in the west, and thus get an opportunity of enjoying the beauty and freshness of nature. Picnics are health giving and provide the much needed change so essential for health and well–being. They refresh the mind and make it forget for the time being the prosaic cares and worries of this sorry life of ours. They provide the much needed touch of poetry in one's life. They increase efficiency and send back a man to his work with greater enthusiasm and energy.

The youth readership survey by National Book Trust (NBT) and National Council of Applied Economic Research (NCAER) estimates that India's youth population (13–35 years) is about 459 million (2009). The literate youth population is 333 million.

Watching television is a national past time in India. The average time spent is highest on watching television. About 27% of the Indian literate youth watches TV for recreation and 21.5% reads for leisure. Hardly 1% surfs the internet.

❑ **Check Your Progress – 3 :**

1. Period of time spent out of work and essential domestic activities is known as :

(A) Non Commercial Recreation   (B) Commercial Recreation

(C) Leisure   (D) Work/Job time

2. Gardening, painting, crafting, watching movie etc are type of :

(A) Non Commercial Recreation   (B) Commercial Recreation

(C) Work/Job Time   (D) Leisure

1.5 LET US SUM UP :

In this unit, we :

• Discussed the importance of recreation

• Illustrated the various ways in which Indian youth go for entertainment

• Explained leisure.

• Stated the various clubs available for recreation and leisure.

1.6 ANSWERS FOR CHECK YOUR PROGRESS :

❑ **Check Your Progress 1 :**

1. (A),   2. (B),   3. (B)

❑ **Check Your Progress 2 :**

1. (A),   2. (B)

❑ **Check Your Progress 3 :**

1. (C),   2. (D)

1.7 GLOSSARY :

Leisure : It is free period of time for any individual that is spent after compulsory activities such as eating, sleeping, going to work, attending school, colleges, household chores etc.

Employee Recreation : Recreation facilities provided to employees from the employers during working hours or after working hours.

Special Population : Group of people who are different and special from normal people like mentally ill, handicaps, and physically challenged.

Dining Club : A dining club is a social group, usually requiring membership (which may, or may not be available only to certain people), which meets for dinners and discussion on a regular basis.

Armed Forces : Defence professionals working in Indian army, navy or in air force.

1.8   ASSIGNMENTS :

1.   Make a list of famous theme parks in India with facilities they provide.

2.   Find out how many Yacht Clubs are there in India with their facilities.

1.9   ACTIVITIES :

1.   Visit to any amusement park or water park and list down the accommodation facilities, F&B facilities and other facilities provided by them to their customers/guests.

2.   Make a plan for yourself which includes all leisure activities you want to experience in your life time.

1.10 CASE STUDY :

Water Kingdom, Mumbai

Water kingdom and other leisure parks are waiting for government guideline to open their park to general public. Water kingdom website says "We are all set to entertain you again! The entertainment will be more thrilling under all precautionary measures as per government guidelines. We are eagerly waiting for government directives to start our operations"

Safety guidelines found on FAQs of Water Kingdom states following points which customers need to keep in mind during their future visit to Water Park :

•   Masks are compulsory to wear inside the park.

•   Masks are also available inside the park to purchase.

•   If u will book online, u have to submit physical self declaration form.

•   Temperature check will be compulsory at the entry gate of park.

•   Patrons have to maintain social distance during their visit for their safety.

•   Park management will place sanitizers' dispensers at every 100–500 mtr distance.

•   Park will open for only limited capacity at start.

❖   **Discussion Questions :**

1.   What extra precaution u can suggest to water kingdom or any other water park.

2.   Will you visit theme parks after reopening in this situation ? If yes< what precaution u will take during your visit to the theme park.

1.11 FURTHER READING :

Introduction to Recreation and Leisure, Human Kinetics, Human Kinetics, 2013, ISBN 10– 1450424171 ISBN–13–978– 1450424172

∎

UNIT 02

Meetings, Incentives, Conventions and Exhibition

UNIT STRUCTURE

2.0   LEARNING OBJECTIVES :

After working through this unit, you should be able to :

- Discuss Meetings

- Explain Convention

- State Exhibition and Exposition

- Discuss Off premise catering

- Give examples of event Management

2.1   INTRODUCTION :

A meeting is a gathering of two or more people that has been convened for the purpose of achieving a common goal through verbal interaction, such as sharing information or reaching agreement. Meetings may occur face to face or virtually, as mediated by communications technology, such as a telephone conference call, a Skype conference call (Skype is a software application that allows users to make voice calls over the Internet.) or a videoconference (A videoconference or video conference also known as a video tele–conference is a set of interactive telecommunication technologies which allow two or more locations to interact via two–way video and audio transmissions simultaneously).

Thus, a meeting may be distinguished from other gatherings, such as a chance encounter (not convened), a sports game or a concert (verbal interaction is incidental), a party or the company of friends (no common goal is to be

12

achieved) and a demonstration (whose common goal is achieved mainly through the number of demonstrators' present, not verbal interaction).

A convention, in the sense of a meeting, is a gathering of individuals who meet at an arranged place and time in order to discuss or engage in some common interest. Conventions are often planned and coordinated, often in exacting detail, by professional meeting and convention planners, either by staff of the convention's hosting company or by outside specialists. Most large cities will have a convention centre dedicated to hosting such events. The term MICE – meetings Incentives Conventions and Exhibitions – is widely used in Asia as a description of the industry.

The chapter compiles various segments of meetings and convention planners, conferences. It also informs about the current market trends of conventions, meetings, and conferences and outdoor exposures including food and staff management. Further it is providing the complete idea of specialized services of outdoor function managements, event management. There are various ways to arrange these functions effectively and smoothly. In detail it has been elaborated how to fulfil these requirement of current market trends, to build goodwill of an organization, methodologies to follow for trainings staff, and specialized personnel.

2.2   MEETINGS :

Meetings are primarily conducted by either the corporate or non–profit industries. Corporations in the medical, financial, and entertainment fields hold an extensive number of meetings–both for their employees and the public. As well meetings are held for the purposes of education, training and decision–making research, change, sales, team building, new product introduction, problem solving, strategy or reorganization.

Meetings are often held as a marketing tool as well as a revenue source by associations, non–profit entities, museums, performing arts organizations and educational institution.

Meetings are held for communication, which should be both way, but if the communication is one way, then the same information can be passed on in the form of memos, notices etc, which will be circulated within the organization.

❖   **Requirements of a Good Meeting :**

1.   **Set Objective for the Meeting :** One benefit of setting objectives for the meeting is to help you plan the meeting. The more concrete your meeting objectives, the more focused your agenda will be. A second important benefit of having specific objectives for each meeting is that you have a concrete measure against which you can evaluate that meeting. Were you successful in meeting the objectives ? Why or why not ? Is another meeting

required ? Setting meeting objectives allows you to continuously improve your effective meeting process.

2. **Provide an Agenda Beforehand :** Provide all participants with an agenda before the meeting starts. Your agenda needs to include a brief description of the meeting objectives, a list of the topics to be covered and a list stating who will address each topic and for how long. When you send the agenda, you should include the time, date and location of the meeting and any background information participants will need to know to hold an informed discussion on the meeting topic. What's the most important thing you should do with your agenda ? Follow it closely!

3. **Assign Meeting Preparation :** Give all participants something to prepare for the meeting, and that meeting will take on a new significance to each group member. For problem– solving meetings, have the group read the background information necessary to get down to business in the meeting. Ask each group member to think of one possible solution to the problem to get everyone thinking about the meeting topic. For example, to start a sales meeting on a positive note, have all participants recall their biggest success since the last meeting and ask one person to share his success with the group.

4. **Assign Action Items :** Don't finish any discussion in the meeting without deciding how to act on it. Listen for key comments that flag potential action items and don't let them pass by without addressing them during your meeting. Statements such as We should really…, that's a topic for a different meeting…, or I wonder if we could… are examples of comments that should trigger action items to get a task done, hold another meeting or further examine a particular idea. Assigning tasks and projects as they arise during the meeting means that your follow–through will be complete. Addressing off–topic statements during the meeting in this way also allows you to keep the meeting on track. By immediately addressing these statements with the suggestion of making an action item to examine the issue outside of the current meeting, you show meeting participants that you value their input as well as their time.

5. **Examine Your Meeting Process :** Assign the last few minutes of every meeting as time to review the following questions : What worked well in this meeting ? What can we do to improve our next meeting ? Every participant should briefly provide a point–form answer to these questions. Answers to the second question should be phrased in the form of a suggested action.

❑ **Check Your Progress – 1 :**

1. MICE is a part of tourism industry;

(A) True   (B) False

2. Different types seating arrangement is required for different type of meeting :

(A) True   (B) False

2.3 MEETING PLANNERS :

Meeting planners may be independent contractors who contract out their services to both associations and corporations as the need arises or they may be full–time employees of corporations or associations. In either case, meeting planners have interesting careers.

The professional meeting planner not only makes hotel and meeting bookings but also plans the meeting down to the last minute, always remembering to check to ensure that the services contracted for have been delivered. In recent years, the technical aspects of audiovisual and simultaneous translation equipment have added to the complexity of meeting planning.

Following is the flow of action undertaken regarding the meeting

- Select participants depending upon the nature of the meeting.
- Agenda is to be developed inn co ordination with the main participants of the meeting.
- Deciding ground rules for meeting :
- To keep momentum with time.
- Take the feedback regarding the meeting from the participants

❑ **Check Your Progress – 2 :**

1. Taking feedback after completion of meeting is not a part of meeting planners :

    (A) True (B) False

2.4 SEATING ARRANGEMENTS :

Problem Solving : With the high–level of interaction required for group problem solving, seating must reflect equality. Equal contribution of ideas is easier when people are seated in a circular pattern. Avoid positioning someone at the head of the table or the top of the room – an indirect placement of power. Round table arrangements foster a feeling of contribution for all meeting participants.
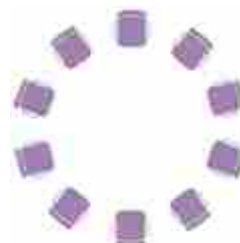
Training : Like presenters, the trainer needs to be visually accessible to the training participants. Because most trainers today desire participation from class members, openness is important here too. Set up a U–shaped arrangement to promote equality and interaction. Place visuals at the opening of the U. This configuration allows the trainer to move freely throughout the group members and work one–on– **one with individuals.**

Decision Making : Arriving at a specific outcome or decision is a common meeting objective. Identifying a leader who can facilitate, direct and moderate discussions will help keep the meeting focused. Choose a rectangular table or classroom–style setup with the chairs arranged in rows. Know the personalities of the meeting participants and position them accordingly. Avoid placing two individuals with aggressive personalities next to each other. Instead, anticipate possible conflict among individuals and evenly position those individuals throughout the room.

Following are few more examples of seating arrangements
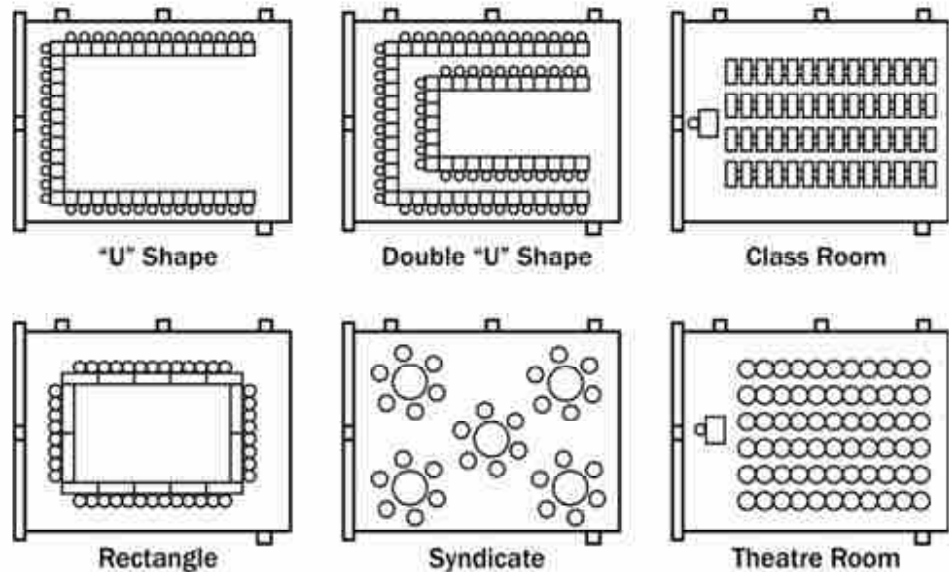
Fig. 2.1 Examples of Seating Arrangements

❑ **Check Your Progress – 3 :**

1. U shape, Classroom, theatre room, rectangle are type of :

   (A) Meetings   (B) Convention

   (C) Seating Arrangements   (D) Exhibition

2. Seating arrangement that reflect equality is :

   (A) Round Table Arrangement   (B) Theatre Style Seating

   (C) Classroom Seating

2.5 CONVENTIONS :

Conventions are often planned and coordinated, often in exacting detail, by professional meeting and convention planners, either by staff of the convention's hosting company or by outside specialists. Most large cities will have a convention centre dedicated to hosting such events. The term MICE – meetings Incentives Conventions and Exhibitions – is widely used in Asia as a description of the industry. The Convention ("C") is one of the most dynamic elements in the M.I.C.E. segment. The industry is generally regulated under the tourism sector. A large number of Convention Centres are available in India with a seating capacity of up to 1700 persons. The important conference centres in the country are at New Delhi, Mumbai, Agra, Bangalore, Chennai, Cochin, Goa, Hyderabad, Jaipur and Kolkata. Some important hotel chains like the Taj Group, ITC–

Welcome group, the Oberoi's, Méridien Hotels; Marriott Hotels etc. also have excellent conference facilities.

Fig. 2.2 : World Market Centre in Las Vegas (USA)

The important conventions centres across the world are World Market Centre in Las Vegas (USA), Vancouver Convention Centre (Canada), Adelaide Convention Centre (Australia)

❖ **Characteristics of a Convention Centre :**

• Provision for housekeeping, F and B services.

• Experienced and dedicated personnel to coordinate and communicate your event requirements to the operations departments.

• Preconvention meetings go over event details and post–convention meeting get the feedback about the overall experience.

• Electrical services to cater for electrical needs, including power for registration, show management offices, exhibit displays and presentations.

• Availability of onsite technicians is very important.

• Telecommunications services which will be responsible for Single and multiple line phones, wireless or high–speed data lines, satellite uplinks/ downlinks, internet capabilities and local networks.

• In–house Audio Visual Department to provide with the equipments and services needed for presentations.

• Engineering staff to look after heating, cooling, ventilation for the comfort and safety of attendees and exhibitors

• Operational staff is required to set moveable walls, tables, chairs, stages and other equipment for the convention.

• Availability of utility services.

• Enough parking spaces.

• Travel desk to assist the travel needs of the attendees as well to arrange for the sightseeing options.

• Decoration services should be rendered.

• Areas of client concern are reviewed and addressed by our management team, and corrective action is taken to ensure customer service is always a priority and that our clients will want to return again and again to our Centre.

• Availability of medical staff is required.

❑ **Check Your Progress – 4 :**

1. Most large cities in world have convention centres dedicated to host conventions :

    (A) True   (B) False

2. Provision of housekeeping and F&B service is not a part of conventions :

    (A) True   (B) False

2.6 EXHIBITION AND EXPOSITION :

An exhibition is an organized presentation and display of a selection of items. In practice, exhibitions usually occur within museums, galleries and exhibition halls. Exhibitions may be permanent displays or temporary, but in common usage, "exhibitions" are considered temporary and usually scheduled to open and close on specific dates. While many exhibitions are shown in just one venue, some exhibitions are shown in multiple locations, such exhibitions are called travelling exhibitions.

Commercial exhibitions, generally called trade fairs, trade shows or expos, are usually organized so that organizations in a specific interest or industry can showcase and demonstrate their latest products; some trade fairs are open to the public, while others can only be attended by company representatives (members of the trade) and members of the press.

The exhibition industry has also gained fresh impetus with exhibition centres like Pragati Maidan in New Delhi, the Nehru Centre in Mumbai and the Chennai Trade Centre in Chennai amongst several other options.

Exposition–A trade fair (trade show, trade exhibition or expo) is an exhibition organized so that companies in a specific industry can showcase and demonstrate their latest products, service, study activities of rivals and examine recent market trends and opportunities. In contrast to consumer fairs, only some trade fairs are open to the public, while others can only be attended by company representatives (members of the trade, e.g. professionals) and members of the press, therefore trade shows are classified as either "Public" or "Trade Only". A few fairs are hybrids of the two; one example is the Frankfurt Book Fair, which is trade–only for its first three days and open to the general public on its final two days. They are held on a continuing basis in virtually all markets and normally attract companies from around the globe.

Fig. 2.3 : A Picture of Frankfurt Book Fare

❖ **Common characteristics of an exhibition and an exposition :**

• Exhibitions are one of the most effective mediums for establishing and maintaining customer relations.

• Exhibitions offer an unparalleled and economic opportunity to showcase the existing products and services, launch new products or enter new markets.

• They play the major part in product marketing.

• They provide the opportunity for large numbers of buyers and sellers (from multinational companies to small entrepreneur) in an industry to come into direct contact with each other in one place at the same time.

• Exhibitions cater to mass exposure, which enables to reach a large proportion of the marketplace in a short space of time.

• Expositions create high profile, highly targeted business and consumer exhibitions, where buyers and suppliers from around the world can come together to do business.

❖ **Trends in Conventions, Meetings and Expositions :**

• Globalization/international participation : More people are going abroad to attend meetings.

• The cloning of shows : Some international shows do not travel very well (i.e. agricultural machinery). Thus, organizations such as Blenheim or Reed Exposition Group lift components and create shows in other countries.

• Competition : Competitiveness has increased among all destinations. Convention centres will expand and new centres will come on–line.

• Technology : The industry needs to be more sophisticated. The need for fibre optics is present everywhere.

• Shows are growing at a rate of 5 to 10 percent per year.

• The costs are increasing which hinders the growth of this sector as the companies also need to hike up their budgets.

• Systematic marketing of convention venues is the need of the time.

❑ **Check Your Progress – 5 :**

1. Trade fair, Trade Shows, Trade Expos are part of :

    (A) Meeting   (B) Incentives   (C) Conventions   (D) Exhibition

2. Exhibition is one of the most effective ways for establishing and maintaining customer relations.

    (A) True   (B) False

2.7 OFF PREMISE CATERING :

Off–premise catering is serving food at a location away from the caterer's food production facility. One example of a food production facility is a freestanding commissary, which is a kitchen facility used exclusively for the preparation of foods to be served at other locations. Other examples of production facilities include, but are not limited to, hotel, restaurant and club kitchens. In most cases there is no existing kitchen facility at the location where the food is served. Off– premise catering can mean serving thousands of box lunches to a group of conventioneers; to serving an elegant dinner for two aboard a luxury

yacht, or providing food, staff and equipment for an upscale fundraiser with hundreds of guests.

❖ **Advantages of off–premises catering :**

• There is no need for large amounts of capital to get started, since most off premise catering operations begin by using the existing kitchen facilities of a restaurant, club, hotel, church or other licensed foodservice business.

• All of the necessary catering foodservice equipment such as china, glassware, flatware, tables, chairs and linens can usually be rented, thus avoiding having to invest in expensive equipment inventories.

• Food and supply inventories, as well as operating costs, are much more easily controlled, because clients must advise the caterer in advance as to the number of guests that are expected.

• Off–premise caterers need buy only the amounts necessary to serve the event, unlike a restaurant where there is a large variation from day to day regarding the number of patrons and their menu selections.

• Advance forecasting is more accurate for off–premise caterers, because parties are generally booked weeks, months or years in advance.

• Off–premise events generate tremendous amounts of free word–of–mouth advertising, which can produce future business without the necessity of advertising.

• Caterers also have the advantage of being somewhat selective about their clients.

❖ **Disadvantage :**

• Catering managers, owners, and staff undergo periods of high stress during very busy periods. Deadlines must be met. There are no excuses for missing a catering deadline. Stress is compounded because the workload is not evenly spread throughout the year. For most off–premise caterers, 80 percent of the events are scheduled in 20 percent of the time. For most, weekends are generally busier than weekdays. Certain seasons, including Christmas, are normally busier than others.

• The seasonality of the business makes it difficult to find staff at certain times.

• Revenues are inconsistent, making cash management very difficult, particularly during the slower periods when expenses continue yet revenues do not.

Off–premise catering managers must make decisions that keep their operations running smoothly. They realize that some decisions will be better than others, that there is no perfect solution to every problem and that the best decision–making goal is to find the best possible solution with the least number of drawbacks.

❖ **Guidelines of a manager of an off–premise catering enterprise :**

• Remember that there's seldom only one acceptable solution to the problem. Choose the best alternative.

• Make decisions that help achieve the company objectives.

• You need to consider feelings whenever people are involved.

• Allow quality time for planning and decision making

❑ **Check Your Progress – 5 :**

1. Serving food at a location away from caterer's food production setup is known as :

   (A) On–Premise Catering   (B) Off–Premise Catering

   (C) Commercial Catering   (D) Hotel Catering

2. Generally to set up off premise catering establishment, one does not require large amount of capital :

   (A) True   (B) False

2.8 LET US SUM UP :

In this unit, we :

• Learn MICE

• Discussed the Importance of Meetings

• Explained the Importance of Convention

• Illustrated how Exhibition and Expositions are conducted

2.9 ANSWERS FOR CHECK YOUR PROGRESS :

❑ **Check Your Progress 1 :**

1. (A),   2. (A)

❑ **Check Your Progress 2 :**

1. (B)

❑ **Check Your Progress 3 :**

1. (C),   2. (A)

❑ **Check Your Progress 4 :**

1. (A),   2. (B)

❑ **Check Your Progress 5 :**

1. (D),   2. (A)

❑ **Check Your Progress 6 :**

1. (B),   2. (A)

2.10 GLOSSARY :

Commercial Recreation : Recreation for which the consumer pays for the services and the provider is expected to make profit from them.

Non Commercial Recreation : Non commercial recreations are generally government run organisations whose primary purpose is not to earn profit but to provide recreational facilities to general public.

Meetings : When people meet to discuss some points to implement in future is known as meeting. Examples are corporate meeting, management meeting, non profit organisations meeting, government meetings etc.

Conventions : Conventions are meeting of large number of people for a particular agenda. A convention can include 1000 or more people at one time.

Exhibitions : Exhibition is the display of any form or art to general public or to a select group of public. Examples are art exhibition, commercial exhibitions, trade fairs, digital exhibition etc.

2.11 ASSIGNMENTS :

1. Find out the world's best convention centres with their details.

2. Make all types of seating arrangement diagrams with space required to keep chairs and tables.

2.12 ACTIVITIES :

1. Get details of off premise catering facilities in your area.

2. Find out about world's largest convention ever held with details.

2.13 CASE STUDY :

Dubai EXPO 2021

Due to pandemicCOVID–19, Dubai EXPO 2020 has been postpones to 2021. New updated dates for Dubai EXPO 2021 are 1st October 2021 to 31st March 2022.Dubai EXPO 2021 will be the world's largest MICE activity and is expected to attract 25 million visitors from around the world. Aim of Dubai EXPO 2021 is to celebrate UAE vision 2022 to develop the business, tourism, MICE and thus increase the international reputation of UAE and Dubai in the world. Dubai is also a winner of Best MICE destination in 2018 & 2019. Dubai is working tirelessly to develop world class infrastructure to welcome world to its most ambitious MICE activity.

❖ **Discussion Questions :**

1. Find out how many international destination are connected to UAE through airways.

2. What all activities are planned during Dubai Expo 2021

3. How many hotels and conventions are there in Dubai to serve MICE Tourists ?

2.14 FURTHER READING :

Meetings, Expositions, Events, and Conventions : An Introduction to the Industry, 5th Edition, George G. Fenich, Pearson, 2018, ISBN–10 : 0134735900ISBN13 : 978–0134735900

∎

03 *Mice Tourism in India*

UNIT STRUCTURE

3.0 LEARNING OBJECTIVES :

After working through this unit, you should be able to :

• Describe Mice Tourism in India

• Explain Event Management

• State Types of Events

3.1 INTRODUCTION :

MICE tourism which is started from western countries is now gaining popularity in India. Almost all large cities of India have conventions canter to conduct MICE activities. MICE tourism is relatively new concept in hospitality and tourism industry which has massive potential in India. There are many cities like Delhi, Mumbai are currently very popular MICE destination in India. MICE tourism target businesses around the world. India provides all the necessary services required to conduct any meeting or conventions like world class accommodation facilities, hi tech convention centres, good infrastructure, transport facilities etc.

Government of India has also realized the importance of MICE tourism in supporting country's economy, promoting tourism worldwide and it also helps in generating more foreign exchange. It also help in popularising India as a great destination for companies worldwide to open businesses in India.

This chapter compiles various famous MICE destinations in India with all facilities needed to become a better MICE destination. This chapter also discuss how India is emerging as a MICE destination for world and the challenges India faces in projecting India as an ideal MICE destination. This chapter also compiles the various types of events and requisites needed to organise a first class event.

3.2 MICE TOURISM IN INDIA :

India's impressive variety of history and culture, from the ancient Gigantic Kingdoms to the present state, harmoniously blend to form a unique atmosphere in over a million square kilometres of scenic sights. A continent–sized country, India possesses an amazing wealth of sights and sounds, tastes and textures. From a bustling cosmopolitan city to the quiet countryside, hill station or a beach resort, India has destinations, which offer a backdrop of unmatched beauty for a business meet, will find a fascinating amalgam of tradition and culture, beauty and nature, style and splendour, warmth, feelings and courtesies, comfort and convenience virtually everything the modern conference organiser or delegate could expect. Conferences here bring fresh meaning of the concept of combining work with pleasure.

What makes India different from any other destination is the myriad of experiences that it offers. This is one land where the ancient and the modern co–exist. India has literally everything that a visitor wants to experience and offers people a complete holiday both physical and mental. This is perhaps the reason why we have so many repeat visitors. To quote Mark Twain, "India is the cradle of the human race, the birthplace of human speech, the mother of history, the grandmother of legend and the great grandmother of tradition. Our most valuable and most instructive materials in the history of man are treasured up in India." Amidst the countless ways that India can capture world attention as a tourist paradise, there also exists a dynamic business opportunity as a splendid venue for international conferences and conventions of no less than global standards.

3.2.1 India – A Hot MICE Destination :

MICE – the new form of business tourism is the fastest growing section of the International tourism market. It caters to various forms of business meetings, International conferences and conventions, events and exhibitions and is slowly but steadily capturing every big hotelier's attention. Being a hot favourite tourist destination, India is also very much into the business. After the hot–spots like Hong Kong, Malaysia and Dubai, India is fast gaining its pace in the competition to become an ideal MICE destination. With the advanced technology and facilities, warm hospitality, personalized services coupled with immense natural beauty and rich cultural heritage, the goal seems to be not very far. MICE tourism is the new buzzword in the international tourist market and relates to various business groups and individual travellers.

The importance of the MICE industry lies in the fact that it converts the annual business meetings and conferences into a glamorous and enjoyable event for the delegates and attendants. Be it a meeting to bring people together either from within one company or from a broader spectrum or an international conference of 100 delegates or product launch party or exhibition, MICE tourism finds itself being inevitable in all the occasions. To grow the business tourism in India, the country boasts of some world–class convention centres. The Ashok, New Delhi; Hyderabad International Convention Centre, Hyderabad; Le Méridien,

Cochin are forerunner in the Indian MICE tourism facilitating both domestic and International level of business meetings and conferences. Enchanting India's image as a conference destination is also projected through the chains of Hotels, providing international standards in facilities and services. Exclusive business hotels and exotic resorts, with meeting rooms of distinction, spacious convention facilities, modern business centres and a wide range of conference facilities.

India is in a continual process of upgrading its MICE (Meetings, Incentives, Conferences and Exhibitions) facilities. There are multiple plans on the anvil for more world–class convention centres, airports that contest with the best in the world and efforts to team the famous Indian hospitality with customisation as per a visitor's requirement. One could also offer the credit to the world class incentive programs, her ability to heal spiritually, her unmatched offering as a health destination or continually improved infrastructure facilities that over 3 million foreign tourists thronged her this year generating over US $30 billion as revenue, even as most other preferred hotspots marked a decline in their tourism graphs.

3.2.2 Major MICE Destinations in India :

Delhi : VigyanBhavan, Trade Centre, PragatiMaidan, Expo Centre, Habitat World, The Taj Palace, The Oberois, ITC MauryaShereton, Grand Ashoka, Leela Palace, Hyatt Regency, Hilton, Le Maredien etc.

Mumbai : Bombay Convention and Exhibition centre, The TajMahal Hotel, The Oberois, Trident Hotels, ITC Grand Maratha, ITC Shereton Towers, The Leela Palace, Hilton Hotel, JW Mariott, TajLands End, The Le meridian etc.

Hyderabad : Hyderabad International Convention Centre, ITC KakatiyaShereton& Towers, Taj Residency, Ramoji Film City, Mariott Hotel etc.

AGRA : Jaypee Palace, Mughal Shereton, Taj Hotel, Clarks Shiraz etc.

Kolkata : Science City, International financial Hub ConevntionCente, The Taj Bengal, ITC Shonar Bangla &Shereton Tower, The Oberoi Grand, Hyatt Regency etc.

Chennai : Chennai Trade Centre, ITC Park Shereton, Taj Coromandel, ITC Chola, Le Meridienetc.

Goa : Goa Mariott Resort, TheLeela palace, Taj Exotica, Majorda Beach Resort etc.

Bangalore : Bangalore International Exhibition Centre, Hotel City Centaur International Hotel & Convention centre, Royal Orchid Resort & Convention Centre etc.

Kochi : Le Meridien Hotel and Convention Centre, CIAL Trade Fair & Exhibition Centre etc.

Srinagar : Sher e Kashmir International Convention Centre.

3.2.3 Opportunities for India in MICE Tourism :

There are many factors which presents India as an ideal MICE attraction :

• Almost all worldwide top hotel chain presence in India.

• Better connectivity with all other countries in world as direct flights are available to almost everywhere in world.

• Good business relations with other countries and India have also business treaties with many countries in world.

• Almost continent size country which provide almost all seasons and varied locations in India.

• India is rapidly developing its infrastructure to suit MICE Tourism.

• Different government projects are there to increase MICE Tourism.

• India has large population of youth, thus has good of human resource available for MICE Tourism. Young, energetic and innovative minds are tirelessly working in this sector.

• India is one of the fastest growing economy in world and many international companies are investing in India, thus India can attract major investment in MICE Tourism

• Service and software industry is one of the fastest growing industries in India.

3.2.4 Challenges for India in MICE Tourism :

There are many areas where India is still lacking and we have to improve to become one of the best MICE tourism destinations in the world.

• Infrastructure is still not fully developed in India especially in interiors of country.

• Competition is huge with other developed countries in Asia like Singapore, China etc.

• Huge popularity for MICE Tourism in many countries worldwide

• Many terrorism activities happened in many cities in India.

• Perception of tourist about lack of safety especially with women.

• India needs to have proper policy for MICE Tourism.

• Religious intolerance related problem in many part of the country.

• Lack of trained human resource in this sector.

• Government of India and convention centres need to have attractive marketing policies to attract more and more MICE Tourism.

• India need to invest heavily in transport services to provide a better travelling experience for tourists.

❖ **Facilities available at all the Recommended Venues :**

• Convention Centres, Conference and Banquet Halls

• Exhibition Centres

• Auditoriums and Stadiums for hosting opening/closing ceremonies and other events

• Accommodation in good 5–star and 4–star hotels

- Restaurants and Bars
- Recreation activities like Golf Course, Yoga and Ayurveda Centre, Discotheque, Sports like Tennis, Squash, Badminton, Health Club with Spa facilities
- Easy accessibility in terms of domestic and international flights
- India is not just one of the world's oldest civilizations, it is also the world's largest democracy, and has made stupendous progress among developing nations.

❖ **Query form for MICE Tourism in India :**

Arrival Date:	
Departure Date:	
No. of People Travelling:	00 00 ▼Adult ▼Children
Accommodation Budget:	Budget ▼
Transportation Type:	NotRequired ▼
E-Mail Address :	
First Name :	
City :	
Your Country :	India ▼
Phone (Include Country/Area Code)	:
Anyspecific requirements:	
(*Represents compulsory fields.)	

Note : This Tour / Resort Package can be customized depending upon your Requirements and choice. Please fill in the specific requirements.

India is undoubtedly a unique Conference Destination as it offers cultural and heritage sites, the exotic and mystical, excellent facilities of beach and adventure holidays which can be combined as pre and post conference tours.

The inbound MICE (meetings, incentives, conventions and events) segment is growing at 15 to 20% annually. It is estimated that the total national and international MICE meetings market all over the world is in excess of $270 billion. The Infrastructure – India provides an impressive combination of accommodation and other conference support facilities to hold a successful Conference. To mention a few; Vigyan Bhawan in New Delhi, Centre Point, Renaissance Hotel and Convention Centre in Mumbai, the BM Birla Science and Technology Centre in Jaipur, The Jaypee Hotels and International Convention Centre, Agra and the Cochin Convention Centre, Kochi etc together with facilities in the business hotels and resorts at various centres in the country.

India is going the global way and MICE is fast becoming a major part of its travel and promotional budgets. In the Indian context, incentives is at present the largest component of MICE but in a maturing market, it's only a matter of time before the entire gamut of MICE activities are undertaken by the Indian corporate world. With the expansion in the network of airlines operation on the domestic routes, better tourist surface transport systems including the Indian Railways, new centres of information technology, many new convention centres, hotels and meeting facilities, India is now an important MICE destination. The Indian sub– continent is emerging as one of the finest Incentive destinations in the world owing to the diverse culture and geography. From the icy Himalayas to the tropical islands and from citadels in the desert to verdant jungles it is a world in itself. With the emergence of exciting new destinations every year one has unparalleled choices for the incentive operator here. The incentive programmes are a combination of old world charm and tradition interlaced with modern cosmopolitan sophistication.

Today, there are distinct travel divisions within tour companies and airlines that exclusively target MICE movement. Destinations have also begun to market MICE products to specialised agencies and the corporate world at large. The business of MICE holds enormous potential for any country. It is estimated that a person travelling to a country for a conference or convention spends anywhere four to eight times more than a normal leisure traveller. They spend more on food, more on business centre services.

India is globally connected to a network of over 50 international airlines and several domestic airlines, which provide convenient connectivity within India. Added to this is an elaborate network of surface transportation system. There is an excellent Railway system running through the entire country. All– important cities are connected with state–of–the–art 'Shatabdi and Rajdhani' Express trains. Special trains like Palace on Wheels and Royal Orient Express, comprising of air– conditioned saloons decorated in the old Maharaja Style offer guests a chance to stay on the train and visit colourful Rajasthan and fascinating Gujarat. An excellent network of roads, national and state highways, luxury coaches, Indian and imported vehicles add to the convenience and comfort of surface travel. And, to add to this, India offers an educated manpower base where fluency in English and other official international languages can be expected.

❏ **Check Your Progress – 1 :**

1. Who said that India is the cradle of human race, the birthplace of human speech, and the mother of history, the grandmother of legends and the great grandmother of tradition :

    (A) Mark Twain   (B) Vasco Da Gama

2. Which city is known as the favourite MICE destination in India :

    (A) Mumbai   (B) Delhi

3.3 EVENT MANAGEMENT :

The management of events requires coordination, from stage one. The first thing required is to get the orders for the event. This process is also known as pitching for an event. Usually, whether it is for small time events (birthday parties and weddings), or then for the larger ones assigned by companies (exhibitions and trade fairs), or then the international concerts; the event manager/company is asked to submit a project report, with the finances involved. On the basis of this is the assignment given to them.

Event management is the application of project management to the creation and development of festivals, events and conferences. Event management involves studying the qualities of the brand, identifying the target audience, devising the event concept, planning the logistics and coordinating the technical aspects before actually executing the modalities of the proposed event. Post–event analysis and ensuring a return on investment have become significant drivers for the event industry. Events and festivals, such as the sporting events like Asian Games, Pushkar cattle fair(Rajasthan), award winning functions like Film fare award or religious celebrations like GanpatiUtsav, Dassera, KumbhMela have a large impact on their communities and, in some cases, the whole country.

3.3.1 Types of Events :

Leisure Events : stage shows, music shows, ghazal shows, live concerts, dance shows, star nights, mimicry shows, leisure sport and other recreational and entertainment activities.

Cultural Events : Ceremonial, religious, art, social gathering shows, heritage, folklore, traditional folk evenings, awareness shows, theme parties, charitable shows etc.

Personal Events : The famous personal events include wedding ceremonies, birthday ceremonies, marriage anniversaries, annual picnics and other occasional functions.

Corporate Events : Fun Films and Music Entertainment is planning and organising the corporate events, road shows, product launch shows, trade biz shows, events for various multinational companies and foreign banks, theme party shows, managing business shows, conferences, national and international seminars, training programs, leisure and adventure offsite, dealer meets, incentive tours, executive meetings, Annual Day Celebrations, Award Ceremonies, Celebrity Shows, Millennium Parties and Annual Bashes.

3.3.2 Requisites of a Good Event :

- **Knowledge is power :** In order to make an event successful, understanding and knowledge is crucial. No two events are the same and understanding the nuances of what is required for a particular event is crucial. Events such as corporate meetings have their own demands of protocol and procedures. Entertainment events such as concerts require knowledge of various supporting resources to be put in place. Before actually commencing with managing an event, do make sure that you understand what exactly needs to be done. Talk to people who have participated in such events before, talk to other people who have managed such events before, keep yourself constantly updated with the evolving dynamics of each type of event.

- **Set the Stage :** What is perfect for a few persons may turn out to be a claustrophobic experience for a hundred. It is very important to know the number of people who are expected to attend the event beforehand. Make sure the customer has intimated his requirements to you clearly. The choice of the venue will depend on this factor. Very often the decisionto choose a venue is taken jointly with the customer. After the venue is chosen it is essential to obtain maps, scout the location and take notes.

- **Prepare today, execute tomorrow :** Once a high level understanding of what needs to be done is obtained, it's time for the planning phase. Chalk up a planof which actions to be taken, and when. Assign responsibilities to the various actors within you team. Track the progress of each such planned action to completion. Before a big event, it is crucial to conduct dry runs and simulations. If possible, do involve the customer in such a dry run and walk him through of what he may expect during the actual event. This will prevent unpleasant surprises.

- **Time it Right :** When planning an event, work out a plausible time span. No event should be hurried, hectic affair and neither should it be a long drawn affair which puts the audience's patience under test. The agenda should be well balanced, with adequate time contingencies built in.

- **Tools of the trade :** It is also very important to have a grasp over the technicalities that run the show. Arrangement of proper technical equipment and skilled technicians is of prime importance. Nothing can be more embarrassing than a piece of equipment malfunctioning in the middle of the show. Pay attention to detail – for example when two projectors are beaming simultaneously on two ends of the stage, they must be in sync and

have the same colour balance. Have the technicians check and recheck the equipments before the show starts.

- **Rules are not always meant to be broken :** Organizing an event also requires number of approvals, permissions and procedures to be obtained. These range from permission from the police, civic authority clearances, environmental clearances etc. Make sure you, or your customer, have sought and obtained all necessary approvals and permissions. Stick within the boundaries of the provisions during the event. Never ever make the mistake of landing up in the wrong side of the law.

- **Teamwork :** An event involves a number of players. In some large scale events, it is mind boggling to think of the sheer number of players involved. For example, in a music concert – musicians, sound technicians, light technicians, stage technicians, sponsors, celebrities and of course the general audience are involved. Each of these parts has to function smoothly in order for the whole to work. Communication is the key. Frequent meetings, briefings and rehearsals are needed for everyone to understand what their responsibilities are and how they need to coordinate. During the event have effective communication and coordination mechanisms like wireless headsets, or cell phones.

- **Backup plan :** In spite of the intricate planning, rehearsals and the best of your efforts, things may not always run smoothly and last minute glitches can occur. Do not panic – be prepared for such exigencies. Have a backup plan in place. Arrange for emergency power backups and other technical backup systems. If an inordinate delay occurs (for example a performing artist does not show up on time), plan in advance how to handle the situation and keep the audience occupied.

- **Safety is important :** While it is important to have fun, safety is a very important factor. Ensure that emergency exits are well marked and that you have adequate trained personnel to handle the situation in case anything untoward happens. Have the fire brigade and paramedical ready in case of very large events.

- **Attitude :** Last but not the least, always remembers that managing an event is all about interacting with people to deliver the best results. Keep a cheerful and positive disposition – it lowers stress for everyone concerned. The customer is always right – some things may not always go your liking, but in the end your satisfaction would come from seeing the event getting executed perfectly.

❑ **Check Your Progress – 2 :**

1. Film events, annual day celebrations, corporate events, road shows etc. are the examples of :

   (A) Corporate Events   (B) Leisure Events

2. Wedding ceremonies, birthday celebrations etc. are the examples of :

   (A) Personal Events   (B) Leisure Events

3.4   LETS US SUM UP :

In this unit, we :

• Stated MICE tourism in India

• Pointed out major MICE tourism destinations in India

• Stated how events are organised

• Learn requisites to organise a successful event

3.5   ANSWERS FOR CHECK YOUR PROGRESS :

❑ **Check Your Progress 1 :**

1. (A),   2. (B)

❑ **Check Your Progress 1 :**

1. (A),   2. (A)

3.6   GLOSSARY :

Event Management : Organising, managing and looking after that an event is happening in proper manner is known as event management. Examples of vents, an event management company is handling are festival, meetings, conferences etc.

Cultural Events : Events that celebrate a country's culture, art, dance, music are known as cultural events.

Personal Events : Events organised within a family and with friends, Examples are wedding, birthdays etc.

3.7   ASSIGNMENTS :

1. Make a list of famous convention centres in India with their facilities.

2. Conduct a research on Trade Fair organised every year in Delhi.

3.8   ACTIVITIES :

Find out any one tourism convention held in India and discuss the issues of that convention.

3.9   CASE STUDY :

The success of MICE tourism in any country or city depends on various tourism products and services. The products and services require for an ideal MICE destination are :

Accommodation : Hotels where MICE tourists will stay overnight or for many days during MICE activity

Convention Centres : Place where MICE activity will happen, where meeting, conventions, exhibitions etc will held

Accessibility : It means mode of transports, how to access and reach country, city, hotel and venue of MICE activity

Amenities : it means all other major services and products required while travelling and staying during MICE tourism. For Example : various places to eat and drink, drinking water facilities etc.

Activities and Attractions : it includes activities happening in various tourists' destination. Activities like any adventure sport, nature walks and attraction like water bodies, natural resources, historical monuments, shopping activities etc

All above tourism products contributes towards overall experience ofa MICE tourist.

❖   **Discussion Questions :**

1.   Choose any big city in India and evaluate all above tourism products and services regarding MICE tourism and find out strengths and weaknesses of that city.

3.10 FURTHER READING :

MICE Industries : An Asia Pacific Perspective, World Tourism Organisation, 2012, ISBN–10 : 9284414350 ISBN–13 : 978–9284414352

■

UNIT 04

Career Opportunities in Hospitality and Tourism Industry

UNIT STRUCTURE

4.0   LEARNING OBJECTIVES :

After working through this unit, you would be able to describe :

• Job opportunities in hospitality industry.

• Job opportunities in tourism industry

• Different levels of position are there in these industries.

• Identify the demands required to join these industries.

4.1 INTRODUCTION :

Hotel and Tourism industry is arguably biggest industry in world which employees millions people worldwide. Hospitality and tourism industry provides career opportunities to every section of people regardless of age, gender, experience, education, caste, race, ethnicity etc. Like all industries in world, hospitality and tourism industry has its pros and cons for people. Everyone should study all advantages and disadvantages of hospitality and tourism industry before entering this industry.

Major advantage of joining hospitality and tourism industry is that it opens world of opportunities to each and everyone who wants to join this industry. In hospitality and tourism industry, one can work anywhere in world, it provides excellent working conditions, job stability, social contacts, security etc.

4.2 HOSPITALITY AND TOURISM INDUSTRY GROWTH :

The tourism and hospitality industry is one of the leading industries in the world in terms of overall GDP, employment and growth. The year of 2016–2017 was excellent for the tourism and hospitality industry. According to the World Travel and Tourism Council's 2017 report, hospitality and tourism industry produced :

*   6 million net additional jobs in 185 countries

*   7.6 Trillion US$ (10.2% Global GDP)

*   292 million jobs sustained

*   1 in 10 jobs in the global economy

❑ **Check Your Progress – 1 :**

1. Hospitality and Tourism industry provide 1 out of 10 jobs in global economy :

    (A) True   (B) False

2. Hospitality and Tourism industry does not provide job opportunity to retired people :

    (A) True   (B) False

4.3 ADVANTAGES OF JOINING HOSPITALITY AND TOURISM INDUSTRY :

The worldwide phenomenon of hospitality and tourism industry is one of the biggest industries in the world. This industry provides multiple opportunities for job seeking people worldwide. Trained personnel from tourism and hospitality industry can work in each and every field of world. There are many benefits of joining hospitality and tourism industry :

- Career opportunity in global market.
- Grooming and personality development.
- Improvement in communication skills.
- Learn public etiquettes.
- Can start your own business.
- Glamorous industry where you can meet famous world's personalities of varied areas like politics, films, sports, science and many more.
- Less competition at starting point as job opportunities are quite high.
- Highly demanding Industry.
- Huge and wide range of job opportunities.
- Free food.
- Opportunities to travel worldwide.
- Never ending industry.
- No effect of recession.

4.4 SECTORS OF HOSPITALITY AND TOURISM INDUSTRY :

The hospitality and tourism industry includes many sub–sectors that are open to hospitality management graduates and other people. Following are the sectors of hospitality and tourism where a hotel management or any other graduate can work :

- **Accommodation :** Hotels, Resorts, Cruise Ship, Camping, Long staying accommodations, Country Clubs etc
- **Food & Beverage :** Restaurants, Night clubs, Fast food chains, Catering companies, Food trucks, Army canteens etc
- **Travel :** Airlines, Cruise ships, Private jets, Railways, Luxury trains, Road Transports, Taxi businesses etc.
- **Tourism :** Travel Agencies, Excursions, Tour Operators, Itinerary Management, Airlines Management.
- **Events :** Music festivals, Religious festivals, Concerts, Conferences, Conventions, Fashion shows, Movies events, Award Events etc.
- **Sports & Recreation :** International competitions, Private clubs, Sporting events etc
- **Retail :** Shopping Malls, Markets, Stand alone businesses, Multiplexes.
- **MICE Tourism :** Meetings, Incentives, Conference and Exhibitions.

❑ **Check Your Progress – 2 :**

1. MICE Tourism does not comes under Hospitality and Tourism industry

   (A) True   (B) False

4.5 CAREERS IN THE LODGING/HOTEL INDUSTRY :

Lodging industry includes hotels, resorts, motels, etc. Though all these come under lodging, they are somehow different to each other on characteristics. The USP of this industry is that it provides a commodity that is intangible in nature–service to people– so hotels cannot eliminate human element and replace

them with technologies. Though technology plays an important part in hotel industry but human touch remains the most important aspect in hospitality industry. Like any other industry, advantage of joining hotel industry for some people may be disadvantage to others, so it is important to study hotel industry before joining hotel industry.

From working environment standpoint, hotels offer clean, pleasant and safe environment to their employees. Hotel industry provides great potential for career growth, employees can make through their way up through ranks in their department. Hotel industry provides continuous training to all their employees so that they can grow within the company or somewhere else in hotel industry. Job positions in hotel industry can be categorised through three levels. First level includes unskilled and semi skilled jobs which may not require prior experience or specialization in same field. Second level includes skilled jobs which may or may not require prior experience, but it requires formal education. Third level require good amount of experience, training and education which is important to do the jobs. It includes positions like supervisors, executives and managers.

4.5.1 Entry Level Positions :

Individuals with just high school level education or less with no experience can start their hotel jobs under this level. Each and every department requires entry level staff positions who can work in their department. Qualities and skills required for these positions vary from position to position and department to department. Many supervisors, executives and managers rose to these positions from entry level position. Entry level positions in each department of hotels are as under :

Front Office Department

• Door man

• Bell Boys

• Telephone Operator

• Drivers

• Lobby Attendants

Housekeeping Department

• Room Cleaner

• Floor cleaners

- Laundry Staff
- Linen and Uniform Attendant
- Supply Runners

Food and Beverage Department

- Bus Person
- Runner
- Counter Server
- Barback

Food Production Department

- Preparation Person
- Dish Washer
- Pot Washer
- Kitchen Stewards/Cleaners

Engineering Department

- Maintenance Person
- Painter's helper
- Electrician Helpers
- Plumber Helper
- Landscaper

Administration

- Typist
- File Clerk

Human Recourse Department

- Clerk
- File Clerk

Accounting

- Security Guard
- Clerk

Security Department

- Security Guard
- CCTV Attendant

Sales and Marketing

- Clerk
- Attendant

4.5.2 Skilled Level Positions :

Employees in this category come from various sources. Hotel management graduates, culinary institutes' students, Bartending schools, business school graduates, those who moved up from entry level positions, those who learned hotel related skills in some other industry etc are few sources from where hotels get their skilled level employees. Staffs of engineering department, security

department, HR department, accounting department comes from various other sources like engineering colleges, retired army or police personnel, security agencies, business schools, commerce graduates etc. Examples of skilled level positions in hotel industry are as follows :

Front Office Department

- Bell captain
- Front Desk Agent
- Reservation Agent
- Airport Attendant
- Business Centre Attendant

Housekeeping Department

- Head Houseman
- Floor Supervisors
- Lobby Supervisors
- Housekeeping Desk Attendant

Food and Beverage Department

- Food Servers
- Beverage servers
- Bartenders
- Host / Hostess
- Captain
- Cellar Attendant

Food Production Department

- Chefs
- Bakers
- Larder Chef
- Line Cook
- Garde – Manger

Engineering Department

- Main Painter
- Electrician
- Plumber
- Carpenter
- HVAC Technician
- Technicians
- Engineers
- Supervisors

Administration

- Secretary
- Assistants

Human Recourse Department

- Secretary
- Supervisors

Accounting

- Receiving Clerks
- Payable Clerks
- General Cashiers
- Shift Cashiers

Security Department

- Security Supervisor
- Time Office Attendant

Sales and Marketing

- Sales Representatives
- Marketing Supervisors

4.5.3 Managerial Level Positions :

For managerial level positions certain experience, training, education, skills are required. It requires prior experience in same field and in same position for some time. There are few who come up to this level from skilled level positions that have excellent record in an organisation. All large chain hotels have their own management programmes to attract worthy candidates who can attain managerial position through these programmes. All managers require some management skills such as understanding, planning, directing and motivating employees etc.

There are 3 levels of managers in an organisation;

- Top Managers
- Middle Managers
- Executives

Chain Hotels Managerial Positions

- Vice President
- CEO
- Corporate General Manager
- Corporate Chef
- Corporate Human Resource

Higher Level Hotel Managers

- General Manager
- Resident Manager

Front Office Department

Top Managers

- Front office Manager
- Assistant Front Office Manager

Middle Managers

- Duty Manager
- Reservation Manager
- Front Desk Executives

Housekeeping Department

Top Managers

- Executive Housekeeper
- Assistant Executive Housekeeper

Middle Managers

- Laundry Manager

Food and Beverage Department

Top Managers

- Food and beverage Manager
- Assistant Food and Beverage Manager
- Banquet Manager

Middle Managers

- Restaurant Manager
- Room Service Manager

Food Production Department

Top Managers

- Executive Chef
- Sous Chef

Middle Managers

- CDPs
- Kitchen Stewarding Manager

Human Resource Department

- Human Resource Manager
- Assistant Manager

Accounting

Top Managers

- Controller
- Credit Manager

Middle Manager

- Night Manager
- Purchasing Manager
- Store Manger

Engineering Department

- Chief Engineer

Sales and Marketing Department

• Sales Manager

• Marketing Manager

• Revenue Manager

• Catering Manager

Security Department

• Security Manager

• Safety Manager

❑ **Check Your Progress – 3 :**

1. Door men, bell boys comes under which category :

   (A) Skilled Level   (B) Non skilled level

   (C) Managerial level

2. Floor supervisor, beverage servers comes under which category :

   (A) Skilled Level   (B) Non skilled level

   (C) Managerial level

3. Front office manager and Executive Housekeeper comes under which category :

   (A) Skilled Level   (B) Non skilled level

   (C) Managerial level

4. Garde–Manger and larder are job position under which department :

   (A) Front Office   (B) Food and Beverage

   (C) Housekeeping   (D) Kitchen

4.6 TRAVEL AND TOURISM INDUSTRY :

Travel & Tourism industry is the largest earner of foreign exchange for any country and worldwide and it employs millions of potential candidate directly or indirectly through various associated service sectors of travel and tourism industry. The travel and tourism industry, along with the related sectors contributing to it overall growth and is expected to grow in leaps and bounds in the coming years. This industry includes everything from the central and state government funded tourism departments, major multinational companies to the small–scale private travel agents and other service providers providing services to travellers. While working in travel and tourism industry, one provides services to people who are travelling for holiday, business or any other reason through various tour packages, like pilgrim travel, adventure travel, leisure travel or casual sight–seeing. This is service industry and its employees need to interact personally with the customers and understand their needs while making them comfortable to provide the best service in terms of travel options and arrangements.

Jobs in travel and tourism can be highly exciting and adventurous and pays really well to qualified and trained person. Though this sector was slow to take off in our country, various government's initiatives in this field are discovering a bright future for those who want to make a career in this field. Potential for India in the field of travel and tourism industry is hardly close to being fulfilled. India has vast geographical area, having almost all the geographical features

available like plains, mountains, water bodies, hill stations, desserts etc. According to World Travel and Tourism Council (WTTC) report, India could possibly add another Rs. 8, 50,000 crores by the year 2020 just through tourism sector. WTTC calculated that tourism generated 8.31 lakh crores or 6.3 per cent of the nation's GDP in 2015 and supported 37.315 million jobs, which is about 8.7 per cent of its total employment.

4.7   CAREERS IN THE TOURISM INDUSTRY :

Employment aspects are very bright in this travel and tourism field as of now because not many skilled employees are available. Skilled workers are in great demand due to shortage of skilled employees. One can even plan to start their own start–up business in travel and tourism industry with partners or alone with few employees. Following are the possible careers in travel and tourism industry :

4.7.1 Travel Agents :

Travel agent researches, plans, and book trips for individuals and groups. Many people have started to research and book their travel plans online on their own, it's often easier to use a travel agent, especially for multiple location, as they have years of experience and knowledge. They are capable to handle multiple travel related works such as flight bookings, hotel selection, travel arrangements, and holiday's leisure activities. If you are considering becoming a Travel Agent, you will need great organisational skills, attention to detail, and the ability to think on your feet.

4.7.2 Tour Operator :

Tour operator typically handles various tour and travel components to create holiday package for different people. Tour operator deals with various service providers, including transport operators, airlines and hotels. Tour Operators make itineraries for various tourism destinations and often monitor trends in popular destinations to put together attractive holiday packages for clients. Tour Operators do not directly deal with people but they deal with travel agents, while travel agents deal with the public. Tour Operators often visit various destinations to check whether they should include them in their packages. If you enjoy travelling around the world, this is the job for you.

4.7.3 Event and Conference Organiser :

Organising event or conference is time consuming, so an event and conference organiser will help companies with the finer details of planning an event. Event and conference organisers co–ordinate and supervise every detail of meetings and conferences. They deal with arranging speakers and meeting locations to the printed materials and audio–visual equipment, accommodation, food and beverage etc. If you are interested in becoming an event and conference organiser, you will need to be able to think on your feet, pay attention to detail, deal with clients and suppliers, and work under tight deadlines. You will also have to be willing to work long hours in order to ensure the success of an event.

4.7.4 Tour Guides :

Tour guides work in the travel and tourism industry, and provide guided tours to individuals, family and groups of visitors/tourists. Tour Guides must be an expert in his field and should have complete knowledge of specific areas, including natural features, history, historic sites, museums, and other tourist destinations of a particular area. Tour guides provide various services like walking tours, bus tours, rail tours and even boat and cruise tours.

If becoming a tour guide is your calling, you will need excellent communication skills – and speaking more than one language will definitely benefit you, local knowledge, and interpersonal skills and should have good contacts. Tour guides generally get most of their experience on the job.

4.7.5 Leisure Activity Co–ordinators :

Leisure activity co–ordinator usually works for resorts and hotel chains. They're the people on the ground that makes sure that any planned activities run smoothly. They're also responsible for every aspect of the day–to–day management of a leisure centre, organising health and fitness programmes, promoting and marketing the business, and interacting with guests. To become a Leisure Activity Co–ordinator, you will need excellent interpersonal skills, as you will spend most of your time interacting with guests.

4.7.6 Entertainment Manager :

If you want a career in entertainment industry like working in famous amusement park, water parks etc like Disney World etc, a tourism management degree can allow you to be one. From a starting position as adventure tour guide, to an amusement park manager, you can ensure families who come on vacation to your amusement parks to have some of the best experiences they can have.

4.7.7 Event Planner :

Graduating from public relations is not the only degree that can qualify you from becoming an event planner. Working as an event planner requires event planning expertise, and for people wishing to be part of the event planning industry, a tourism management degree or a degree in event management can provide that opportunity. From planning events as a wedding coordinator, concert coordinator and conference host, the degree will provide you the opportunity to work in these different areas.

4.7.8 Travel Counsellor :

Travel councillor is the one who properly guide different families, groups and other people to their dream vacation. The good news is that earning a degree

in tourism management can properly equip you with the knowledge necessary to become a great travel counsellor. With knowledge of what makes an effective vacation, you will be able to counsel families with travel arrangements, booking reservations and other documentation necessary for them to enjoy a great vacation.

A travel counsellor works right at the front and provides complete guidance on travel. As a travel counsellor or travel consultant, one will ensure the best value out of individual and group bookings. A Travel counsellor also provides destination guidance and direction on accommodation, transports, and costs. He also handles all ticket and hotel reservations and arrange for travel insurance for everyone in group.

4.7.9 Airline Travel and Luxury Cruise :

Airlines and cruise line are two of the largest tourism–related industries, getting a degree in hotel and tourism management or aviation course will allow you to become a part of an airlines and luxury cruise. These degrees help an individual to attain different position in various areas like operations management, food and beverage services, kitchen department, housekeeping department and in other front and back of the house areas. People can works as a flight attendant, cruise management, housekeeping staff, bar tenders, luggage porter etc.

4.8 REQUIRED SKILLS TO MAKE A CAREER IN THE TRAVEL & TOURISM SECTOR :

As tourism industry is booming like never before, the travel and tourism industry needs to focus on developing an efficient infrastructure and increase the intake of skilled personnel.

Skills required could include knowledge of Computer Reservation Systems (CRS–Amadeus, Galileo, and Sabre& Abacus), air fares and ticketing skills, language skills, selling skills, experience of handling money & foreign currencies. Required skill sets for working in travel and tourism industry are :

- Leadership, good teamwork, good communication skills, ability to research, strong customer focus, presentation skills.
- Up–to–date news on current rules and regulations and documentation required, ticketing & passports, visas etc.
- Interpersonal skills, a broad knowledge of world geography.
- Travel and tourism industry requires man power that needs to ideally be armed with knowledge of the global culture and all other aspects of travel business
- Ensuring customer satisfaction is must, while managing a large volume of business.
- A strong knowledge in history, geography, art and architecture of India and other countries are preferred
- To work in tourism industry you need to be skilled, confident, well–groomed, should be able to handle customers very well, and possess good interpersonal skills
- It is preferable that employees know at least one foreign language apart from English.

- Degree or diploma in public relations, tourism or in event management would prove to be helpful in building a career.

- There is no fix timing in this industry so employees must be ready to work long or odd hours and in different shifts.

- Employees must be completely aware and up–to–date on all the rules and regulations concerning ticket booking or reservation, passports, visas, and even fines wherever applicable, so that they can assist in getting paperwork and documentation done.

❑ **Check Your Progress – 4 :**

1. Learning computer reservation systems is not important in tourism industry

    (A) True   (B) False

2. Events and conference are part of tourism industry :

    (A) True   (B) False

3. Knowledge of geography and various cultures is an important aspect of a travel agent :

    (A) True   (B) False

4.9 LET US SUM UP :

In this unit, we :

- Came to know about business growth in Hospitality and Tourism industry.

- Learn about benefits of joining Hospitality and Tourism industry.

- Various skill level positions available in hotel industry.

- Understand various areas in tourism industry where a person gets employment.

- Understand the skills required to make a successful career in hospitality industry.

4.10 ANSWERS FOR CHECK YOUR PROGRESS :

❑ **Check Your Progress 1 :**

    1. (A),   2. (B)

❑ **Check Your Progress 2 :**

    1. (B)

❑ **Check Your Progress 3 :**

    1. (B),   2. (A),   3. (C),   4. (D)

❑ **Check Your Progress 4 :**

    1. (B),   2. (A),   3. (A)

4.11 GLOSSARY :

CDPs (Chef de partie) : He or she is in charge of a particular area of food production in large kitchen. There are many cooks under a CDP in a kitchen

Cellar : It is a centralized storage area for all the alcoholic and non–alcoholic beverages in hotels.

Larder Chef : It is the main chef of a larder section in the kitchen where all the cold cuts, salads, dressing and cuts of meat are prepared.

Revenue Manager : Revenue manager is responsible for developing pricing strategies to maximize revenue of a hotel during high demand or low demand periods.

Sous Chef : He or she is second in command in food production department and reports to executive chef of a hotel. He or she is responsible for kitchen area in absence of executive chef.

Time Office Attendant : It is an entry level position in security division and he or she is responsible for keeping records of all incoming and outgoing people in a hotel especially through staff entry and exits.

4.12 ASSIGNMENTS :

1. List down the knowledge, skill and abilities (KSA) required in joining hotel industry.

2. Give brief description about the sectors of hospitality and tourism industry.

4.13 ACTIVITIES :

1. Go to any reputed travel agency and find out all services they provide to their customers.

2. Learn foreign exchange policies of India.

4.14 CASE STUDY :

The Incredible India Campaign

Indian government regularly formulated different policies and prepared brochures for the promotion of tourism in India; however, it did not support tourism as it should be. Because of that our country attracted very few tourists from other countries. In 2002, the tourism ministry made a specific effort to bring in more professionalism in tourism industry in its attempts to promote tourism in India. The tourism ministry hired the services of Ogilvy & Mather (India) (O&M) to create a new campaign to increase tourist inflows into the country. The 'Incredible India' campaign, as it was named, was launched in 2002 with a series of television commercials and print advertisements. This campaign had a great impact in attracting tourists from around the world.

After starting this new campaign, Visa Asia Pacific in March 2006, India released spending data by tourists and India is emerged as the fastest–growing market in the Asia–Pacific in terms of international tourist spending. This data disclosed that international tourists spent US$ 372 million in India in the fourth quarter (October–December) of 2005, 25% more than in the fourth quarter of 2004. China, which came second in the region in relation with the growth in spending by international tourist, was successful in making international tourists spend US$ 784 million in fourth quarter of 2005, a growth of 23% over its fourth quarter of 2004 figures.

Though India was able to earn only around half of what China earned, still growth of international spending in India is more than China in spite of attracting only a fraction of the number of tourists than our neighbour managed to lure, indicated that the campaign had been successful in achieving its objectives.

❖ **Discussion Questions :**

1. What changes Indian government make to promote tourism in India ?

2. Find out how many travellers came to India from foreign country in the year of 2018.

4.15 FURTHER READING :

1. Career Opportunities in Travel and Hospitality, Jennifer Bobrow Burns, Ferguson Publishing Company, 1st Edition. ISBN–10 : 1438129769 ISBN–13 : 9781438129761

2. Hospitality Career Opportunities, Hotelier Tanji, Create Space Independent Publishing Platform; 1st edition, ISBN–10 : 1495373711 ISBN–13 : 978–1495373718

BLOCK SUMMARY :

This block details about MICE Tourism, which is gaining popularity in India. In this block students are informed about recreation and leisure activities related to tourism. It also gives information about commercial and non commercial recreation centres. This block also gives information about theme parks, and various types of clubs. This block also inform students about non – government, no – profit agencies which are providing voluntary recreation services to select population.

Further, in this block we have detailed information on MICE sectors (Meeting, Incentives, Conventions and Exhibition). This block also provides information on meeting planners and seating arrangement required in different meeting with different purpose. In this block we have seen advantages and disadvantages of Off Premise catering. We have also discussed in details about MICE tourism in India, its opportunities and challenges. This block also provides famous MICE destinations of India as per cities. Lastly this block provides various career opportunities for people in hotel industry as well as in tourism industry and tourism industry. It also provides information about skills and educational qualification required to join this industry.

BLOCK ASSIGNMENT :

❖ **Short Questions :**

1. List down the advantage of joining hospitality and tourism industry.

2. List down all managerial level the positions in hotel industry.

3. Make a list of famous Indian theme parks.

4. List down all managerial level positions in each department of hotel industry.

❖ **Long Questions :**

1. Explain all levels of employees in hotel industry.

2. Explain any 2 job positions in tourism industry.

3. Draw and explain 5 types of seating arrangements.

4. Explain MICE tourism in detail.

❖ **Enrolment No. :**

1. How many hours did you need for studying the units ?

Unit No.	1	2	3	4
No. of Hrs.				

2. Please give your reactions to the following items based on your reading of the block :

Items	Excellent	Very Good	Good	Poor	Give specific example if any
Presentation Quality	☐	☐	☐	☐	_____
Language and Style	☐	☐	☐	☐	_____
Illustration used (Diagram, tables etc)	☐	☐	☐	☐	_____
Conceptual Clarity	☐	☐	☐	☐	_____
Check your progress Quest	☐	☐	☐	☐	_____
Feed back to CYP Question	☐	☐	☐	☐	_____

3. Any other Comments

....
....
....
....
....
....
....
....