

UNIT-1

INTRODUCTION TO HOSPITALITY AND HOTEL INDUSTRY

HOSPITALITY:

“Way of treating people in the way you want yourself to be treated “

Hospitality industry may be defined as an organization which provides facilities as

- Accommodation
- Food & Beverage
- Transportation
- Other Recreational activities

HOSPITALITY INDUSTRY:

- Hotels
- Restaurants
- Airlines/Cruise Liners
- Railways
- Shopping malls
- Canteens
- Hospitals/Nursing homes
- Retail Stores
- Banks
- Call center's

All possible organizations involved in ‘CUSTOMER CARE’ Or “GUEST HANDLING”

ORIGIN OF HOSPITALITY

- It is direct outcome of travel and tourism industry
- Before wheel was invented people moved on animals and in night searched for shelter and food

- To cater their needs primitive lodging houses or inns were developed
- People may carry their clothes but would not be able to carry their home
'This is where hotel industry steps in'

Divided into three periods

- Ancient Era
- Grand Tour Era
- Modern Era

ANCIENT ERA

- Concept of INN was started
- Lodging houses where travelers can avail a bed as well as fooding facility on payment basis, and were known as Mansions
- Located on countryside or downtown
- Between 1750- 1825 Inns gained reputation in being the finest hospitality establishments.
- Provided only basic comforts

GRAND TOUR ERA

- Better known as “Golden Era of Travel “
- This era constituted an element of education to wealthy families.
- Gave business opportunity for people in France, Italy, Germany, Austria, Switzerland to establish lodging houses.
- In 1841, Thomas cook (organized a rail tour)

MODERN ERA

- Introduction of Funiculars (ropeways) were made to make high altitude mountains accessible.
- Set back in hotel industry after the World War II, resulting in economic depression
- 1950 started the concept of motels, boatels, floatels, rotels and loatels emerged

- Japan's Nishiyama Onsen Keiunkan, founded in 705, was officially recognized by the Guinness World Records as the oldest hotel in the world

NAMES OF INNS IN DIFFERENT PARTS OF THE WORLD

- India – Dharamshala /Sarai
- Japan – Ryokans
- Spain – Paradors
- America – Coffee houses
- Europe – Taverns / Inns
- France – Hotel/Chalets
- Switzerland – Mansions

FEATURES OF HOSPITALITY INDUSTRY

- Product are intangible & perishable
- No specific business hours
- Characterized by shift work
- Hospitality operations run on a 24x7 all year

HOTEL

- Hotel is a public place which provides fooding and lodging to a bonafied customer on payment basis

Guest-Guest/Customer who purchases the product or services of the hotel

EVOLUTION AND GROWTH OF HOTEL INDUSTRY

ANCIENT AND MEDIEVAL ERA:

- Origin of hotel industry in India was during Indus valley Civilization
- Hospitality sector in India rooted in Hindu philosophy of *atithi devo bhava* which means that an unannounced guest is to be accorded the status of God.
- Lodging houses during those times were known as Dharamshalas.
- Mughals continued the practice and built Sarais for travellers with basic necessities of – water, room, stable for horses and worship place.

COLONIAL ERA

- Garni hotels started in Paris and provided rooms with no fooding facility
- Chalets started in Europe by britishers in the form of small cottages and provided food and lodging
- Gradually luxury hotels started in India like Esplanade (1871) hotel in Calcutta
- 1900 first Indian style Hotel Sardar griha was opened.
- In December 1903, Mr. Jamshedji Ratan Tata Inaugurated TAJ MAHAL hotel Mumbai.
- In 1923, Shapurji sorabji built the Grand hotel in Mumbai.

MODERN ERA

- Oberoi Hotel Group: Founded by Late Mr.Rai bahadur Singh Oberoi. He was a clerk in Hotel Cecil, Shimla 1992 who had a vision to open his own hotel.
- 1950 emerged the new concepts of motels
- The first luxury Hotel Ashok New Delhi was built by the government in 1956.
- Formation of ITC(Indian tobacco company) joined Hotel industry under Welcome Group
- 1966: Formation of ITDC when Govt. felt the potential for tourism and need for hospitality industry
- Gradually the following properties started & expanded
 - Hyatt hotels
 - Leela group
 - J.P. hotels
 - Hilton
 - Four season
 - Lemon tree
 - Marriot International

DOMESTIC HOTEL COMPANIES:

- Taj
- Oberoi
- ITC

- Sarovar
- Lemon Tree
- Leela
- Royal Orchid group

INTERNATIONAL HOTEL COMPANIES

- Marriott
- Radisson
- Accor
- Hyatt
- Hilton
- IHG

HOTEL ORGANIZATION:

Departments of the hotel can be classified under three main categories

- Operating and Revenue generating
- Operating and Non-revenue generating
- Non-operating and Revenue generating

Operating and Revenue generating

Major-

- ❖ Rooms division-
 - Front office
 - Housekeeping
- ❖ Food & beverage dept.-
 - Production- Kitchen, Bakery
 - Service- Coffee shop, Bar, Restaurant, Room service, Banquet.

Minor-

- ❖ Laundry
- ❖ Telephone,etc

Operating and Non-revenue generating

- Human resource department
- Security
- Store/Purchase

- Accounts
- Maintenance
- IT
- Sales and marketing
- Engineering

Non-operating and Revenue generating

- Travel agents
- Florist
- Chemist
- Book stall
- Spa /salon

Rooms Division hierarchy to be added

