



Introduction to Tourism and Hotel Industry

Students Handbook
Class-XI



CENTRAL BOARD OF SECONDARY EDUCATION
Shiksha Kendra, 2, Community Centre, Preet Vihar, Delhi-110301



Introduction to Tourism and Hotel Industry

STUDENTS HANDBOOK

Class - XI



CENTRAL BOARD OF SECONDARY EDUCATION
2, COMMUNITY CENTRE, PREET VIHAR, DELHI - 110301

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भारत का संविधान

उद्देशिका

हम, भारत के लोग, भारत को एक सम्पूर्ण 'प्रभुत्व-संपन्न समाजवादी पंथनिरपेक्ष लोकतंत्रात्मक गणराज्य बनाने के लिए, तथा उसके समस्त नागरिकों को:

सामाजिक, आर्थिक और राजनैतिक न्याय,

विचार, अभिव्यक्ति, विश्वास, धर्म

और उपासना की स्वतंत्रता,

प्रतिष्ठा और अवसर की समता

प्राप्त कराने के लिए

तथा उन सब में व्यक्ति की गरिमा

²और राष्ट्र की एकता और अखंडता

सुनिश्चित करने वाली बंधुता बढ़ाने के लिए

दृढ़संकल्प होकर अपनी इस संविधान सभा में आज तारीख 26 नवम्बर, 1949 ई० को एतद्वारा इस संविधान को अंगीकृत, अधिनियमित और आत्मार्पित करते हैं।

1. संविधान (बयालीसवां संशोधन) अधिनियम, 1976 की धारा 2 द्वारा (3.1.1977) से “प्रभुत्व-संपन्न लोकतंत्रात्मक गणराज्य” के स्थान पर प्रतिस्थापित।
2. संविधान (बयालीसवां संशोधन) अधिनियम, 1976 की धारा 2 द्वारा (3.1.1977) से “राष्ट्र की एकता” के स्थान पर प्रतिस्थापित।

भाग 4 क

मूल कर्तव्य

51 क. मूल कर्तव्य – भारत के प्रत्येक नागरिक का यह कर्तव्य होगा कि वह –

- (क) संविधान का पालन करे और उसके आदर्शों, संस्थाओं, राष्ट्रध्वज और राष्ट्रगान का आदर करे;
- (ख) स्वतंत्रता के लिए हमारे राष्ट्रीय आंदोलन को प्रेरित करने वाले उच्च आदर्शों को हृदय में संजोए रखे और उनका पालन करे;
- (ग) भारत की प्रभुता, एकता और अखंडता की रक्षा करे और उसे अक्षुण्ण रखे;
- (घ) देश की रक्षा करे और आह्वान किए जाने पर राष्ट्र की सेवा करे;
- (ङ) भारत के सभी लोगों में समरसता और समान भ्रातृत्व की भावना का निर्माण करे जो धर्म, भाषा और प्रदेश या वर्ग पर आधारित सभी भेदभाव से परे हों, ऐसी प्रथाओं का त्याग करे जो स्त्रियों के सम्मान के विरुद्ध हैं;
- (च) हमारी सामासिक संस्कृति की गौरवशाली परंपरा का महत्त्व समझे और उसका परिरक्षण करे;
- (छ) प्राकृतिक पर्यावरण की जिसके अंतर्गत वन, झील, नदी, और वन्य जीव हैं, रक्षा करे और उसका संवर्धन करे तथा प्राणिमात्र के प्रति दयाभाव रखे;
- (ज) वैज्ञानिक दृष्टिकोण, मानववाद और ज्ञानार्जन तथा सुधार की भावना का विकास करे;
- (झ) सार्वजनिक संपत्ति को सुरक्षित रखे और हिंसा से दूर रहे;
- (ञ) व्यक्तिगत और सामूहिक गतिविधियों के सभी क्षेत्रों में उत्कर्ष की ओर बढ़ने का सतत प्रयास करे जिससे राष्ट्र निरंतर बढ़ते हुए प्रयत्न और उपलब्धि की नई उंचाइयों को छू ले;
- ¹(ट) यदि माता-पिता या संरक्षक है, छह वर्ष से चौदह वर्ष तक की आयु वाले अपने, यथास्थिति, बालक या प्रतिपाल्य के लिये शिक्षा के अवसर प्रदान करे।

1. संविधान (छयासीवां संशोधन) अधिनियम, 2002 द्वारा प्रतिस्थापित।

THE CONSTITUTION OF INDIA

PREAMBLE

WE, THE PEOPLE OF INDIA, having solemnly resolved to constitute India into a ¹**SOVEREIGN SOCIALIST SECULAR DEMOCRATIC REPUBLIC** and to secure to all its citizens :

JUSTICE, social, economic and political;

LIBERTY of thought, expression, belief, faith and worship;

EQUALITY of status and of opportunity; and to promote among them all

FRATERNITY assuring the dignity of the individual and the² unity and integrity of the Nation;

IN OUR CONSTITUENT ASSEMBLY this twenty-sixth day of November, 1949, do **HEREBY ADOPT, ENACT AND GIVE TO OURSELVES THIS CONSTITUTION.**

1. Subs, by the Constitution (Forty-Second Amendment) Act. 1976, sec. 2, for "Sovereign Democratic Republic" (w.e.f. 3.1.1977)
2. Subs, by the Constitution (Forty-Second Amendment) Act. 1976, sec. 2, for "unity of the Nation" (w.e.f. 3.1.1977)

THE CONSTITUTION OF INDIA

Chapter IV A

FUNDAMENTAL DUTIES

ARTICLE 51A

Fundamental Duties - It shall be the duty of every citizen of India-

- (a) to abide by the Constitution and respect its ideals and institutions, the National Flag and the National Anthem;
- (b) to cherish and follow the noble ideals which inspired our national struggle for freedom;
- (c) to uphold and protect the sovereignty, unity and integrity of India;
- (d) to defend the country and render national service when called upon to do so;
- (e) to promote harmony and the spirit of common brotherhood amongst all the people of India transcending religious, linguistic and regional or sectional diversities; to renounce practices derogatory to the dignity of women;
- (f) to value and preserve the rich heritage of our composite culture;
- (g) to protect and improve the natural environment including forests, lakes, rivers, wild life and to have compassion for living creatures;
- (h) to develop the scientific temper, humanism and the spirit of inquiry and reform;
- (i) to safeguard public property and to abjure violence;
- (j) to strive towards excellence in all spheres of individual and collective activity so that the nation constantly rises to higher levels of endeavour and achievement;
- ¹(k) to provide opportunities for education to his/her child or, as the case may be, ward between age of 6 and 14 years.

1. Subs, by the Constitution (Eighty-Sixth Amendment) Act. 2002.

Preface

In an increasingly globalised world and the changing paradigm of urbanized living the demand for Hospitality and Tourism has increased manifold the world over. In this ever expanding sector, it has become essential to provide competency based Vocational Education. It is in this context that CBSE has launched a course in Front Office Management under Hospitality and Tourism Sector.

The attempt of CBSE to introduce Students Manual on Introduction to Tourism and Hotel Industry for class XI tries to equip the students with the knowledge of Front Office, Importance of Grooming, Effective Communication in Hotels, Use of ICT Tools, and other desirable attributes of Front Office Staff and other related topics.

It has been a deliberate effort to keep the language used in this Students Handbook as simple as possible. Necessary pictorial illustrations and formats have been included to help the students to understand the concepts without any difficulty.

Practicing professionals from the field of Hospitality and Tourism comprised the team of authors for this book. The Board thankfully acknowledges their contribution in completing the book in record time. I hope this book will serve as a useful resource in this subject.

The Board is grateful to the members of the Committee of Course for their advice, guidance and total commitment towards development of this course. We are indeed indebted to these academic advisors who have lent us the benefit of their rich and insightful experience. I would like to appreciate Vocational Education Cell, CBSE for coordinating and successfully completing this work.

Comments and suggestions are welcome for further improvement of the Book.

Vineet Joshi, IAS
Chairman, CBSE

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General Instructions to the Students

1. It is expected that the student will be able to understand the basics of Hotel and Tourism Industry and Personality Traits required for Front Office Personnel.
2. The students should try to gain as much practical knowledge as possible by completing the practical assignments suggested after each unit.
3. The students should focus on the Classification and Types of Hotels and relation between Tourism and Hotels Industry included in unit 1 and 2 respectively. Also student should understand the importance of effective communication, Grooming and Hygiene in Hotels Industry as explained in Unit 3 and 4.
4. Each student must go through the relevant points on the usage and importance of the Computers in Hotels. All doubts and queries of the students should be clearly addressed and explained. Such questions and answers should be noted down in pocket note books which shall be the basis of writing more elaborate Reports. Collaborative group activities should be encouraged among students for proper understanding.
5. Proper caution regarding safety is mandatory during carrying out of practical projects. All safety requirements must be followed strictly.

Learning Objectives

S.NO	Unit/Chapter Name	Theory+ Practical	Key Learning Objectives
1	Tourism	20 Hrs.	1. Explain the Concept, Growth, Categories, Elements, Components , Forms, Impacts & Importance of Tourism. 2. Identify the Factors affecting Tourism Development.
2	Hotels	23 Hrs.	1. Elaborate on the Nature ,Evolution and growth of the Hotel Industry in the world. 2. Classify and Categorize the Hotels on different parameters.
3	Communication	20 Hrs.	1. Explain the Meaning , Process, Models, Theory, Types of communication and its Importance in Hotel Industry. 2. Identify the Barriers to Communication.
4	Grooming and Hygiene	18 Hrs.	1. Explain about the Importance of personal Hygiene and Grooming. 2. List the Grooming specifications for Men and Women.
5	Role of Computers In Hospitality Industry	15 Hrs.	1. Identify the Uses of Computer System. 2. Identify the Importance and Limitations of Computers in Hospitality Industry.
6	Attributes of Front Office Personnel	18 Hrs.	1. Attributes required in Front-office personnel.
7	Abbreviations	6 Hrs.	1. Determine, Expand and Understand full forms of the different abbreviations used in the hospitality industry.
8	Assignments	20 Hrs.	1. Assignments related to The Topics from Unit 1 to 6.

UNIT-1 Tourism

Contents:

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1.0 Unit Overview and Description

This unit will provide the information related to tourism. Students will be able to explain the concept of tourism and the growth and evolution of tourism industry. It will help them to understand the various categories and elements of it. They will be able to comprehend the different components that comprise tourism industry. They will also be able to realize the positive and negative aspect of the tourism on the human life as well as on the environment.

This unit will impart following knowledge and skills:

- ❖ The concept of tourism and tourist.
- ❖ Familiarize with the growth of tourism industry.
- ❖ Categorise tourism.
- ❖ Various elements of tourism.

- ❖ Various components of tourism industry.
- ❖ Different forms of tourism.
- ❖ Identify the impacts of tourism.
- ❖ Determine the importance of tourism.
- ❖ Explain the factors affecting tourism development.

Resource Material:

Hotel Front Office Training Manual: Sudhir Andrews
Front Office Management & Operations: Sudhir Andrews
Front Office Operations & Management: Rakesh Puri
Hotel Front Office Operations & Management: Jatashankar R. Tiwari
Front Office Management: Sushil Kumar Bhatnagar

Learning Outcomes:

Unit- 1 Tourism	Outcomes
1.1 Introduction	General overview
1.2 The concept of Tourism	You will be able to understand and explain the: ❖ Definitions of Tourism ❖ Tourism according to UNWTO definition ❖ Definitions of Tourist
1.3 The growth of Tourism Industry	You will be able to determine: ❖ The growth of tourism industry
1.4 Categories of Tourism	You will be able to categorize tourism into: ❖ International Tourism ❖ Domestic Tourism And differentiate between: ❖ Inbound and outbound Tourism ❖ Tourism and Tourist
1.5 Elements of Tourism	You will be able to determine the anatomy of the Tourism phenomenon, namely: ❖ Man ❖ Space ❖ Time
1.6 Components of Tourism	You will be able to: ❖ Classify the various components of tourism ❖ Describe its importance

1.7 Forms of Tourism	You will be able to know: ❖ Different types of tourism ❖ Their aim and tourist needs
1.8 Impacts of Tourism Industry	You will be able to get acquainted with: ❖ The Economic impact ❖ The Environmental impact ❖ The Social impact ❖ The Cultural impacts
1.9 Importance of Tourism	You will be able to recognize the significance of tourism in: ❖ Providing job opportunities ❖ Regional development ❖ Image building of nation ❖ Protecting cultural heritage ❖ Global integration
1.10 Factors affecting Tourism Development	You will learn different factors affecting tourism development such as: ❖ Technological Innovation ❖ Environmental Changes ❖ Socio-economic Fluctuation ❖ Geopolitics

Assessment Plan: (For the Teachers)

Unit	Topic	Assessment Method	Time Plan	Remarks
1.1	Introduction	Question & Answer		
1.2	The concept of Tourism	Question & Answer		
1.3	The growth of Tourism Industry	Question & Answer		
1.4	Categories of Tourism	Question & Answer		
1.5	Elements of Tourism	Question & Answer		
1.6	Components of Tourism	Question & Answer		
1.7	Forms of Tourism	Question & Answer		
1.8	Impacts of Tourism Industry	Question & Answer		
1.9	Importance of Tourism	Question & Answer		
1.10	Factors Affecting Tourism Development	Question & Answer		

1.1 Introduction

Tourism is a basic and most desirable human activity deserving the praise and encouragement of all people and all governments. In early years of this century tourism was not looked as industry but as a collection of business whose common link was to provide service to travellers with increasing standard of living, fast technological revolution. Today it has undoubtedly become an industry to be studied in its totality. It is an ever expanding service industry with latent vast growth potential and has therefore, become one of the crucial concerns of not only the nations but also of international community as a whole. It is a largely examined and questioned for its ample potential to give rise to changes in the economic, ecological, societal and cultural edifice of a country. Tourism is a genuinely powerful and unique force for change in the community. This study outlines its impact on economic, social and cultural life. However, two aspects of tourism - its capacity to generate employment, both directly as well as indirectly, and its potential to earn hard international currency for the host country have made this industry greatly desirable for all concerned: governments, planners, entrepreneurs and people in general. It has come, increasingly to occupy a place of importance not only for the business sector but also for the concerned academic and management institution.



Presently, the sphere of tourism is a world -wide phenomenon. It is regarded as a part of the globalization process. In essence, globalization involves the exchange flow of economic and intellectual items in terms of goods, knowledge, values and images, as well as people on a global scale.

This chapter examines the growth of tourism, the types of tourists, their motivations and experiences, foreign settlers and future developments; and it suggests the vast influence that tourism is having on the people and the environment.

Review Question

- I. Give a general overview of the word Tourism.

1.2 The Concept of Tourism

Notionally, tourism as a phenomenon means the movement of people both within and across the national borders. But, it seems that over the years the definition of both tourism as well as tourist has undergone significant changes in their approach and understanding.

It was regarded that word tourism originated from the latin word “Tornos”, which means a tool for describing a circle or turner’s wheel. It is from this word the concept of round or package tour was evolved. It was late as 1643 that this term was first used in the sense of travelling from place to place. In simple words tourism consists of all those trade which together satisfy the varied needs of the travellers. Let us discuss some of the definitions of tourism.

Tourism has its testimonies in the earliest records of history and has undergone phenomenal rate of growth during the present century. Yet, there is no universally accepted definition of tourism and even now the term “tourism” is defined by different authors, in various ways.

- a) **According to Hunziker and Krapf:** “Tourism is the sum of phenomena and relationship arising from the travel and stay of non residents, insofar as they do not lead to permanent residence and are not connected with earning activity.”
- b) **According to Bernecker:** “Tourism is the sum of the relations and services connected with a temporary and voluntary change of residence for non-commercial or non-professional reasons.”
- c) **According to Dr. Zivadin Joviac:** It is a social movement with a view to rest, diversion and satisfaction of cultural needs.
- d) **According to McIntosh and Goldner (1990):** Tourism is the sum of the phenomena and relationship arising from the interactions of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors.
- e) **According to Mathieson and Wall (1982):** Tourism is a temporary movement to destinations outside the normal home and workplace, the activities undertaken during the stay and facilities created to cater for the needs of tourists’.
- f) **According to L.J. Lickorish:** Tourism embraces all movements of people outside the community for all purposes except migration or regular daily work. The most frequent reason for this movement is for holidays but it will also include, for example attendance at conference and movements on sporadic or infrequent business purposes.
- g) **According to UNWTO (United Nations World Tourism Organization) definition,** Tourism may be defined as “People who travel to and stay in places outside their usual environment for a minimum period of 24 hours and not more than one consecutive year for the sole purpose of leisure, pleasure, business and other purposes but not related to the exercise of an activity remunerated from within the place visited.

From the above definitions it is clear that tourism represents various types of short-term travel and is variably defined for a specific purpose of the journey, its duration and other criteria. Hence, it is important for the travel to be classified as tourism is that an individual has to move out of the living area and also the purpose may be for pleasure, business, health, leisure or any other reason as per the needs of the individual concerned with the time frame.

When people leave their usual place of residence and work to have a change from their usual routine for a short time, they are called tourists. **“A tourist is a temporary visitor to a place and stay at the place overnight, i.e. for at least 24 hours is called a Tourist.”**

Other important feature is that the purpose of the visit should not be to make a living in the place of visit or to take up an occupation or engage in activities remunerate in the place of visit.

Review Question

- I. Define Tourism.

1.3 The Growth of Tourism Industry

With the passage of time tourism has grown into a full fledged industry. Tourism primarily is a service industry because it does not produce goods but renders services to various classes of people. In view of their special nature and complexity of their contribution to the tourism product, they may be described as tourist industry.

This industry is a complex aggregation of many industries which together satisfy the various needs of the travellers, where every penny spent by the traveller contributes to the prosperity and development of the travel industry. Tourism is probably a rare instance of an industry earning foreign exchange without exporting national wealth and further, it is the only smokeless industry that can generate sizable foreign exchange.

Review Question

- I. Fill in the Blanks :
1. Tourism is primarily a _____ industry.
 2. Tourism industry is rare instance of the industry that generates foreign exchange without exporting _____ .

1.4 Categories of Tourism

Tourism is one of the world's fastest growing industries. People are not only travelling within the country but exploring other countries of the world.

Tourism can be categorized as international and domestic tourism.

i. International Tourism:

Movement of tourist or people from one country to another country or to and between foreign countries is called an international tourism. In order to visit a foreign country, one may require a legally valid passport, visa, health documents and foreign currency. It may be inbound tourism and outbound tourism.

- a) **Inbound Tourism:** Visit to a country by non-residents is called inbound tourism and tourist coming into a country from another country is called inbound tourist.
- b) **Outbound Tourism:** Residents of a country visiting another country is called outbound tourism and a tourist departing to a destination beyond the borders of the country of residence is called outbound tourists.



ii. Domestic Tourism:

Movement of the tourists within one's own country is called domestic tourism and a person who engages in tourism in his/her own country is called a domestic tourist. It does not require formal travel documents and tedious formalities like international tourism. In domestic tourism, a traveller generally does not face much language problem or currency exchange issues. It is much easier and convenient than international tourism.

Review Questions

- I. Define categories of Tourism.
- II. Inbound and Outbound are the type of _____ tourism.

1.5 Elements of Tourism

Wahab (1975) opines about the anatomy or structural framework of the phenomenon as that “it is basically composed of three elements, namely

- ❖ **Man:** The human element.
- ❖ **Space:** The physical element to be necessarily covered by the act itself.

- ❖ **Time:** The temporal element which is consumed by the trip itself and the stay at the destination.

Of the three, the time element, however, is variable inline with the distance between the points of departure and the destination areas/ countries, modes of transport used and the duration or length of stay at the destination, etc. These three elements, indeed, comprise the crucial conditions for the life of tourism phenomenon as there could hardly be any such activity in the absence of even any one of these.

Review Questions

I. Match the Column:

Column-I

- a) Tourism
- b) WTO
- c) Tourist
- d) Non-Resident
- e) Passport

Column-II

- i) Temporary Visitor
- ii) Tornos
- iii) Inbound Tourism
- iv) Foreigner
- v) United Nation

II. Multiple Choice Questions:

1. VISA stands for:
 - a) Visitors Intended to Stay Abroad
 - b) Visitors Intended to Stay America
 - c) Visitors Inbound to Stay Abroad
 - d) Visitors Intention to Stay Abroad

2. Residents of a country visiting another country:
 - a) Inbound Tourism
 - b) Outbound Tourism
 - c) Internal Tourism
 - d) External Tourism
3. A person who engages in tourism in his/her own country is called a:
 - a) Foreign tourist
 - b) Domestic tourist
 - c) Outbound tourist
 - d) International tourist
4. Which is not a reason to travel:
 - a) Leisure
 - b) Education
 - c) Shopping
 - d) Freight
5. To visit a foreign country one requires:
 - a) Passport
 - b) Visa
 - c) Foreign Currency
 - d) All of the above

1.6 Components of Tourism

Since tourism is an amalgamation of various sectors, there by tourism industry assumes a complex structure comprising of a wide variety of businesses/other organizations. The promotion of the countries tourism largely depends upon the various components of tourism. Tourism industry is composed of numerous components ranging from accommodation to recreation sectors.

The essential components include but not limited to transport accommodation, infrastructure, facilities and auxiliary or support services. Traveller needs various services, depending upon the needs and desires of travel. Since, the terms of tourism and tourism products are complex and without any well defined boundaries it is difficult to understand. Figure 1.6 (a) reveals the major components that are related to the smooth functioning of the tourism industry. Without these components, it is difficult for tourism industry to extend.

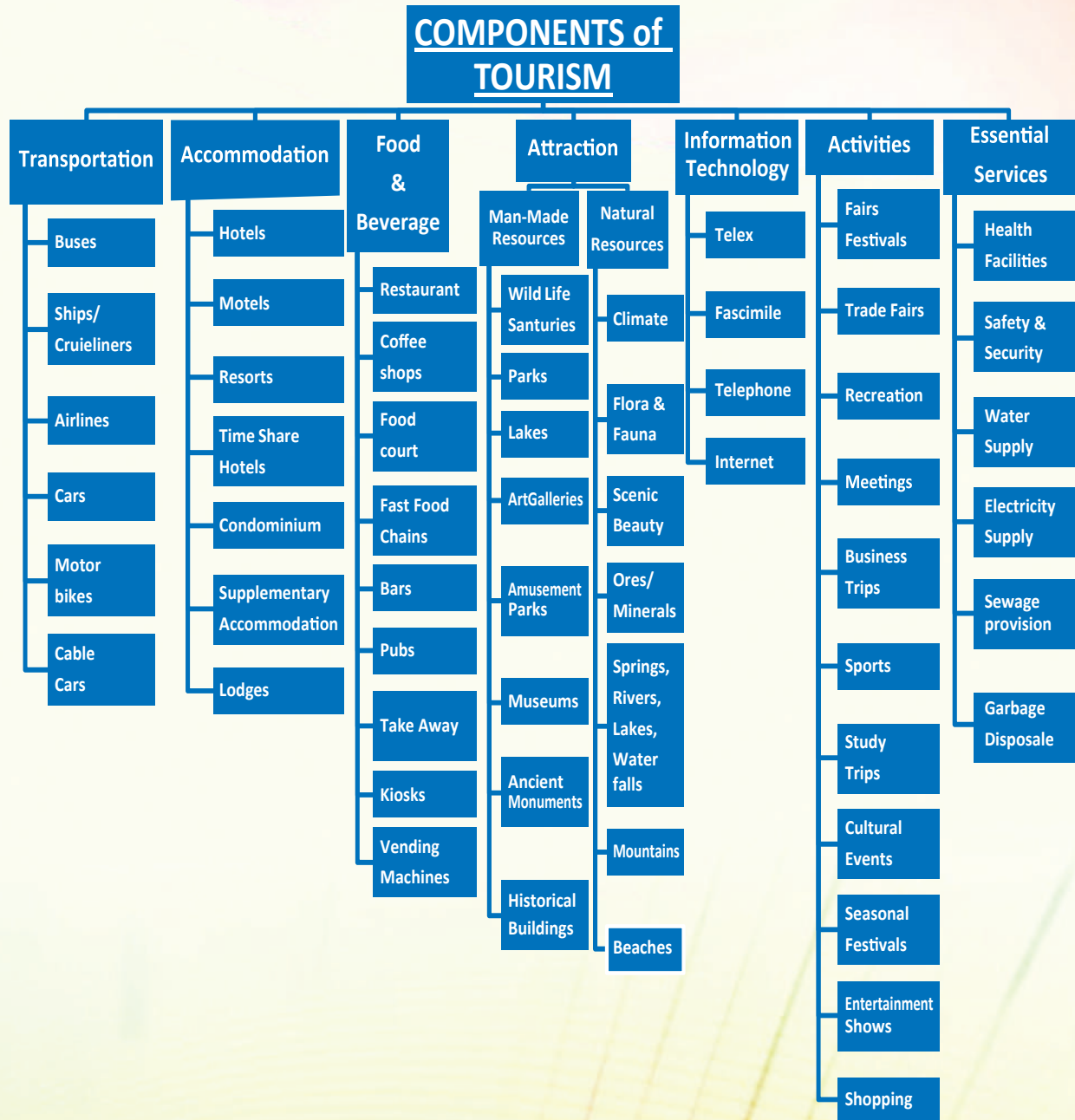


Figure 1.6 (a)

1. Transportation:

Transport is acknowledged as 'one of the most significant factors to have contributed to the international development of tourism.' Transport provides both the essential link between the tourism origin and destination areas and facilitates the movement of holiday makers, business travellers, people visiting friends and relatives and those undertaking educational tourism. In other words, it links the tourist to the destination, the accommodation, attractions and resources they consume and impact upon during their leisure time when on holiday. A tourist needs a mode of transport to reach the destination, whether by road, rail or air and even sea. There is no travel and tourism without the development of modes of transport. Historically, man used to move with the help of animals like horses, camels, elephants, etc. Post world war-I, the revolutionary invention of motor car has made private transport and travel easy. Further developments taken place and transport became much easy and convenient. Some developments which have taken place are listed below:

- a. Road Transport
- b. Rail Transport
- c. Sea Transport
- d. Air Transport



a. Road Transport

1. Buses:

Roads are the means to reach various remote places. Again where travel is of short distance, roads are preferred as a means of travel. A bus is a large automobile intended to carry numerous persons. This is a popular mode of travel in all parts of the world. It is economical, comfortable and provides safety to the tourists.

2. Motor Cars:

Motor cars brought the concept of privacy to travel and thereby giving the traveller freedom of choice that led to private tourism. Automobile in its various shape and sizes and budgets has given the much needed fillip to the modern tourism concept of leisure and travel.

At the destination, tourists quite often use rental cars to travel outside of the confines of the tourist resort or region they are staying in. The rental car provides a mechanism by which the tourist can undertake the 'touring' element in a flexible and unstructured manner compared to the use of public transport that determines when and where the tourist can visit.

b. Rail Transport:

Rail system was first introduced in England and later in Europe. In USA, the organized rail travel was introduced in the early 1870. And, in India the introduction of rail travel was done at the same time in the late 19th century and today Indian railways, boasts as one of the largest public sector undertaking in the world, next only to Russia, carrying millions of passengers across the length and breadth of the country.

c. Sea Transport:

Shipping has made significant contribution to travel, especially in Europe, the steam ship was used to transport passengers and cargo across the continents. With the advancement of technology, sea transport is converted into pleasure travel with the introduction of luxury and cruise shipping.



d. Air Transport:

The inventions and subsequent evolution of the flying machine has redefined the travel and tourism. It has led to the coverage of long miles of distances in a short span of time as airlines of different countries carry millions of passengers on domestic and international travel. Earlier it was considered to the privilege of the rich and wealthy people but slowly-slowly has started to reach the masses of other classes with the improved standards of living. And, increased people disposable income.



2. Accommodation:

Accommodation is a fundamental requirement for tourists who stay overnight in a locality and it comprises a significant sector of the tourism industry. Visit to a particular destination requires an adequate and sufficient accommodation for tourists in that area. Inadequate and insufficient accommodation causes inconvenience to the tourist and may result in adverse publicity leading to poor response from the present and potential customers. Hotels, resorts, lodges, motels, rest houses are to be built for attracting all classes of tourists. The other significant feature of accommodation is the provision of food. As any tourist destination attracts diverse customers with different food tastes and preferences, it is essential to bring uniformity in the offerings to satisfy diverse interests of the tourist.



a. Hotel:

A hotel can be defined as an establishment whose primary purpose is to provide accommodation services to a bonafide traveller and other services such as food & beverage services, house-keeping services, laundry services and uniform services.

b. Motel:

The word “motel” is formed by merging two words ‘motor’ and ‘hotel’. They are located primarily on highways and provide modest lodgings to highway travellers.

c. Resort:

Hotels that are located at tourist destinations such as hill stations, sea beaches, and countryside are referred to as resort hotels. These hotels have a very calm and natural ambience and they are mostly away from cities and are located in pollution-free environs.

d. Timeshare Hotels:

Time share hotel is a hotel that is jointly owned by people who use it at different times. There the residents are also part owners who have brought the right to use a particular unit for one specific week or fortnight every year.

e. Condominium Hotel:

Condominium hotels are those which are owned by a single owner who might use it for some part of the year and rent it out for the remainder of the year.

f. Supplementary Accommodation:

Supplementary accommodations are those accommodations that are available outside the formal or organised accommodation sector. E.g. Dak bungalows, Sarais, Dharamshalas etc.

g. Lodges:

Lodges are up country accommodation mostly sponsored by the local state. Some examples are forest lodges, country lodges, ski lodges etc.

3. Food & Beverage:

Food & Beverage is a sector that specializes in the conceptualization, the making of, and delivery of foods. The largest section of F&B employees are in restaurants, bars including hotels, resorts and casinos.



a. Restaurant:

Establishment which prepares and serves food & drinks to customer in return for money.

b. Coffee Shop:

A casual popular priced restaurant similar to a diner (Open for 24 hours in hotels).

c. Food Court:

An indoor area with facility of counters of multiple food vendors and is a self served dining.

d. Fast Food Chains:

Fast Food Chains are also known as quick service restaurants, is a specific type of restaurant characterized by its fast food.

e. Bars:

A retail establishment that serves alcoholic beverages, also the counter at which drinks are served by a bar tender.

f. Pubs:

Pub is a drinking establishment fundamental to culture of Britain, Ireland, Australia, Canada and New-Zealand.

g. Take Away Counters:

Food outlets with no setting arrangements. In these outlets customers pay before having their meal and collect their food from a separate counter.

h. Kiosks:

Kiosks is a booth with an open window or one side for selling small, inexpensive consumables such as confectionary items.

i. Vending Machines:

A machine which dispenses items such as snacks, beverages, alcohol, cigarettes etc. after customer inserts currency or credit.

4. Attractions:

Tourism attractions are a vital part of the tourism industry because they provide the focus for tourist activities. The destination may offer natural attractions like natural scenic beauty of Himalayas, sunshine, or climatic features etc. The locale with its attractions and amenities, are the most important as these are the very basics to tourism.

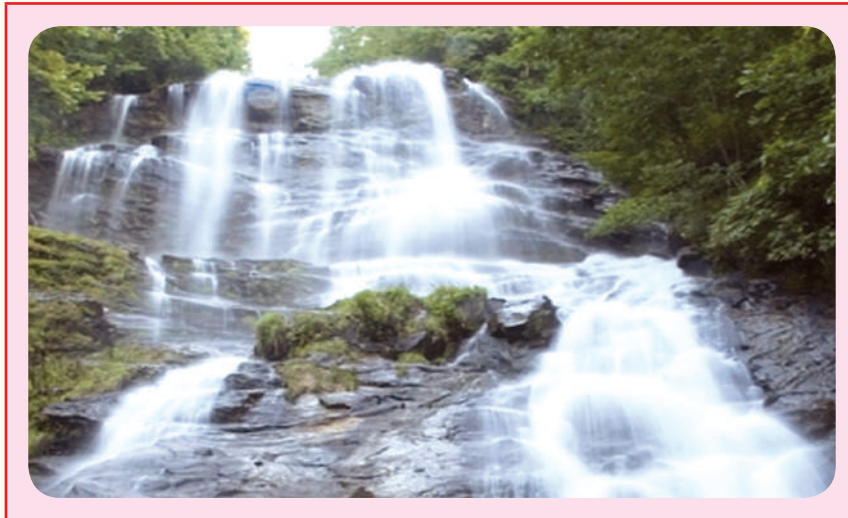


a. Man-Made Resources Attractions:

One of the major growth sectors within the global tourism industry has been the evolution and development of man-made environments for tourism. It is often epitomized by the development of man-made wonders such as Eiffel tower in Paris, Taj Mahal in India (Agra), Great Wall of China, Disneyland, and more recently by adventure parks or by theme parks. The development of man-made attractions reflect the evolution of tourism and tourists spending for attractions as visitors are prepared to spend time and money on manmade attractions that fulfill a wide range of needs during their holiday experience.

b. Natural Resources:

For a place to be a tourist destination, it is important to be naturally aesthetic. The rivers, waterfalls, mountains, forests, deserts, lakes, etc. make a place an attractive tourist destination and attract millions of tourists from all over the world.



5. Information Technology:

There is a great significance of information technology in the development of tourism enterprises. The use of a wide range of electronic, computer based and communication based technologies support the various operations and help in the execution of business processes in tourism. One of the main tasks undertaken is the processing and facilitating of the flow of information within and between organizations and to and from the consumer. Usage of information technology in tourism industry helped in improving the business performance and productivity. It plays an essential role in developing new business by providing new ways of managing and organizing business activities. The internet has revolutionized the potential relationship between the consumer and the suppliers in the tourism supply chain which poses a challenge for the traditional intermediaries. It provides instant access and interactive multimedia information and a greater degree of interactivity at the consumers' convenience.



6. Activities:

Activities are important area of the attraction sector and in this context will be interpreted as comprising special recreational facilities like, trekking, surfing on the beaches, paragliding, cannoning, boating in a lake, swimming etc. attracts tourists to visit. And in this context it has also been seen that there is a growing interest of tourist in special events such as festivals, conferences, sports-related tourism. Localities recognize both the economic and marketing benefits of events and festivals as generating tourist related revenue and employment for their area and region, particularly where seasonality is pronounced.



a. Shopping:

Duty free shops are also the major tourist attraction and a major foreign exchange earner for any country. Here foreign and domestic goods are exempted from local excises making these goods cheaper than those in any local market. These are found primarily at airports that have recognized the value of such shops by opening extensive shopping arcades for transit passengers since it motivates millions of passengers to shop.

b. History and Cultural Significance:

Destinations with rich historical and cultural heritage show significant influence on the tourism

sector. The choice of a place is invariably related to the historical background. The Pyramids of Egypt, ancient forts and palaces of Jaipur, etc., are some famous historical destinations around the world.

7. Essential Services:

Provision of add on facilities is a significant contributor for the development of tourism. The place of destination should be artificially developed to the maximum possible extent to expand the visibility and add value to the tourist. However, care should be taken not to disturb the originality of the place. Facilities provided to the tourists should include like good hospitals, safe environment, availability of uncontaminated water, proper power supply, and good public sanitation conditions. Apart from these facilities, creation of courteous and friendly atmosphere at the destination place enhances the goodwill of the place and promotes future tourism. The atmosphere is not only dependent on the facilitation of tourism but also on the natives of the destination along with the administration like, police and communication systems that are in place propels the friendly atmosphere.

Review Questions

I. Multiple Choice Questions :

1. Which is not a natural resource to attract tourism:
 - a. Climate
 - b. Waterfalls
 - c. Mineral springs
 - d. Canals
2. Which of the following is not a tourism component:
 - a. Motel
 - b. Tourist
 - c. Cable cars
 - d. Kiosks
3. Which of the following food services not apply to tourism:
 - a. Cafes
 - b. Bars
 - c. Restaurant
 - d. Army mess
4. Which of the following is not a man-made tourist attraction:
 - a. Eiffel tower
 - b. Taj Mahal
 - c. Himalayan ranges
 - d. Qutub Minar

II. State True or False :

- a. Coffee shop is a 24-hrs operational F&B outlet.
- b. Transient hotels are situated on highways.
- c. Trekking is a type of recreational activity.
- d. National parks fall under man-made resources.
- e. Supplementary accommodation is a type of informal or unorganised accommodation.

1.7 Forms of Tourism

The tourism industry gets its inspiration from the motivation of humankind to travel. In earlier times human travelled to survive and later to trade with each other. The purpose of travel has changed dramatically in modern times. Tourism embraces a range of activities, all of which tend to have a varying reason of occurrence and varying degree of impact. Tourism can be categorized into different forms or types on the basis of its popularity and demand amongst the tourists. Various forms of tourism include:

1. Cultural Tourism:

Cultural tourism is the subset of tourism concerned with a country or region's culture, especially its arts. It generally focuses on traditional communities who have diverse customs, unique form of art and distinct social practices, which basically distinguishes it from other types/forms of culture. Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theaters. It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities (i.e. festivals, rituals), and their values and lifestyle. It is generally agreed that cultural tourists spend substantially more than standard tourists do. Cultural tourism development is community based tourism, Designed to improve the economic and social well being of local residents in addition to the concerned institutional and physical environment. It is the fastest growing segment of the tourism industry because of the globalization. The cultural tourist wants to discover the country and its culture with comprehensive understanding.



2. Heritage Tourism:

The term heritage tourism refers to tourism in the natural, cultural and built environment of an area providing the tangible links between past, present and future. Generally, it is a branch of cultural tourism that showcases the cultural heritage of the past. It has developed as an international phenomenon, based on the historical and cultural resources of tourism destinations. This type of tourism includes the live and artistic forms of human expression (painting, sculptures, museums, theatre, and folklore) referred to as arts along with historical tourism, ethnic tourism and eco tourism. It intended to bring the tourists into closer contact with the human, natural and built environment without attracting serious negative impacts.



3. Eco-Tourism:

Ecotourism is a specific type of nature based tourism that involves education and interpretation of the natural environment and is managed to be ecologically sustainable. Ecotourism is often considered to be a potential strategy to support conservation of natural ecosystems while, at the same time, promoting sustainable local development. It is a concept which proposes the use of tourism to sustain the ecological balance. In this type of tourism it aims to have a minimal impact on the environment. It has been defined by the WTO as “tourism that involves travelling to relatively undisturbed natural areas with the specified objective of studying, admiring and enjoying the scenery and its wild plants and animals, as well as any existing cultural aspects found in these areas”. Eco-tourism promotes those activities that do not disturb or tarnish the environment. Historical, biological and cultural conservation, preservation, sustainable development etc., are some of the fields closely related to eco-tourism. Eco tourism encourages hospitality providers to promote recycling, energy efficiency, water reuse and the creation of economic opportunities for local communities.





4. Ethnic Tourism:

The tourism literature reveals that the term 'Ethnic tourism' has been oftenly used to connote two different meanings. The first and most common meaning of ethnic tourism implies the search for exotic cultures and second, traveling motivated by purposes of ethnic reunion. Touristic ethnicity is important for understanding ethnic relations, culture and identity in the world today. Ethnic tourism consists of the return of people to the country of their origin. Much of the flow of American tourists to England and other European countries are made up of immigrants of European origin paying a nostalgic visit to their ancestral lands. In India, a large number of people come from Pakistan, Bangladesh and Sri Lanka to visit the country of their roots. Typical destination activities would include visits to native homes, attending traditional ceremonies and dances and possibly participating in religious rituals.

5. Mice Tourism:

(Meetings, Incentives, Conferences and Exhibitions) represent big business at both national and international levels. Most industries, trade unions, associations and government agencies meet on a regular basis to exchange ideas, discuss problems, formulate new policies etc. These meetings have become a fast growing segment of the travel industry. The MICE infrastructure in the country has been developing rapidly to attract these tourists.



6. Medical Tourism:

Medical tourism is a term used to describe the rapidly growing practice of travelling across international borders to obtain advance health care that is not available in one's own country. Such services typically include elective procedures as well as complex specialized surgeries such as joint replacement, cardiac surgery, organ transplantation and cosmetic surgeries.



7. Agro-Tourism:

Agro-tourism is farm based tourism. It refers to the act of visiting a working farm of any agricultural, horticultural or agro-business operation for the purpose of enjoyment, education or active improvement in the activities of the farm or operation. It synergizes both agriculture and tourism capitalizing on their best practices. The idea behind agro-tourism is to make possible for people to visit the village. Though, people from cities long for being closer to nature, not many of them can do so because of various reasons. Agro-tourism makes them avail this opportunity. Here, the farmer himself organizes mix of education and entertainment on his farm for the tourists. It could be in the form of educational tour to impart knowledge among tourists. It is supported by the farmer community. Farming community markets the product for its benefits to supplement its income.



8. Green Tourism:

The term “green tourism” is applied to a specific environmentally oriented sector of the tourism industry. A green approach of tourism involves a healthy tourism development through local participation and precise assessment of carrying capacity of the area and its locality. Travel is purposed to “getting back to nature”.



9. Rural Tourism:

It is a form of tourism that showcases the rural life, art, culture and heritage at rural locations, thereby benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience.

Rural tourism is often promoted as a mechanism to support rural regions. It brings income and regenerate vibrant rural communities. It is normally promoted by the public organizations.

The government has twin objectives for developing rural tourism.

- a) To offer a diversified product to the saturated tourist.
- b) To ensure socio-economic development of the specific area.



10. Adventure Tourism:

Adventure tourism is a type of niche tourism involving exploration or travel to remote, exotic and possibly hostile areas, where the traveller should “expect the unexpected”. Adventure tourism is rapidly growing in popularity as tourists seek unusual holidays, different from the typical beach vacation.

‘Adventure travel’ may be any tourist activity including two of the following 3 components:

- a) Physical activity
- b) Cultural exchange or interaction
- c) Engagement with nature

Adventure tourism gains much of its excitement by allowing its participants to step outside their comfort zone. The performances of acts that require significant effort and involve some degree of risk, may include activities such as mountaineering, trekking, bungee jumping, scuba diving, mountain biking, rafting, rock climbing, ice skating, paragliding, hot air ballooning, sky diving, micro light aircraft, hang gliding, Para sailing etc.



11. Sustainable Tourism:

The unprecedented development of tourism especially during the last quarter of the twentieth century has obviously evoked concerns about social, cultural and environmental impacts of tourism at the global level, in general, and at the national level, in particular. Rapid and substantial changes in the nature of tourism and broad recognition of its inter-relationship with natural environment necessitate new paradigms to manage tourism development. Sustainable tourism is a positive approach towards it.

According to World Tourism Organization (WTO) sustainable tourism is a tourism that “meets the needs of the present tourists and host regions while protecting and enhancing the opportunity of the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes and biological diversity and life support systems.”

Sustainable tourism intends to reduce the tensions and friction created by the complex interactions between the tourism industry, the visitors, the environment and the communities which are host to holiday makers. It contributes to human well-being while maintaining harmony with environment as it implies preservations and conservation of tourist resources, national heritage and natural environment.

12. Space Tourism:

Space tourism is the recent phenomenon of tourists paying for spaceflights, primarily for personal satisfaction. As of 2008, space tourism opportunities are limited and expensive with only the Russian Space Agency providing transport. The price for a flight brokered by Space Adventures to the international space station aboard by a Soyuz spacecraft is now \$20 million. Flights are fully booked until 2009. Primary attractions of space tourism are the uniqueness of the experience, the thrill and awe of looking at earth from space. The experience's notion as an exclusive status symbol, and various advantages of weightlessness. The space tourism industry is being targeted by space sports in numerous locations, including California, Oklahoma, New Mexico, Florida, Virginia, Alaska, Esrange in Sweden and Wisconsin, as well as Singapore and the United Arab Emirates. Some use the term "personal spaceflight" as in the case of the personal spaceflight federation.

Space tourism encourages many people to travel into Earth orbit as soon as possible for the space experience. The costs of space travel are high and only physically fit travellers can board usable spacecraft.



13. Mass Tourism:

Mass tourism developed with the advent of globalization and improvements in technology which allowed the transport of large numbers of people in a short period of time to places of leisure interest, so that greater numbers of people could enjoy the benefits of leisure time.



14. Special Interest Tourism:

Special interest tourism consists of people who possess a common special interest that influences their travel choices. These visitors are segmented by specific interests or motivations rather than by other characteristics such as age or social class. The type of travel experience that they seek is strongly related to their special interest. Special interest can include various forms of tourism such as ecotourism, cultural tourism, adventure tourism, sports tourism, geo-tourism, heritage tourism, religious tourism, medical tourism, wildlife tourism, nature tourism etc. Example traveler choosing Nature tourism, in all its specialized forms, is an example of special interest tourism. “Nature based tourism is primarily concerned with the direct enjoyment of same relatively undisturbed phenomenon of nature”.



15. Educational Tourism:

Educational tourism is a type of tourism in which the main focus of the tour or leisure activity includes visiting another country to learn about the culture, such as in Student Exchange Programs and Study Tours, or to work and apply skills learned inside the classroom in a

different environment. This type of tourism has developed since time immemorial, because of the growing popularity of teaching and learning and the enhancing of technical competency outside of the classroom environment.



16. Creative Tourism:

Creative tourism is a type of tourism which is an engaged, authentic experience that promotes an active participation of the traveller in the culture of the host community through interactive workshops and informal learning experiences.



17. Dark Tourism:

It is a type of unusual tourism in which the tourists visit to various dark sites such as battle grounds, scenes of horrific crimes or acts of genocide.

18. Recession Tourism:

It is a travel trend which has been identified by American entrepreneur Matt Landau (2007). It is a recent tourism phenomenon. Recession tourism is defined by low-cost, high-value experiences taking place of understanding of the specific cultural features of a place.

Review Questions

I. Fill in the blanks:

- a) Tourism that showcases the rural life_____.
- b) _____ tourism encourages many people to travel into earth orbit.
- c) Paragliding is example of_____ tourism.
- d) Tourism related to health care is_____.
- e) _____ is a nature based tourism.

II. Expand the following:

- a) MICE
- b) UNWTO
- c) NTB
- d) ITDC
- e) IHC

1.8 Impacts of Tourism Industry

The impact of tourism focuses on the specific change that tourism and tourists have initiated in the community this in particular explores the areas of work and property, power and conflict, social identity and family and belief. It has a multitude of impacts, both positive & negative, on people's lives and on the environment.

1) Economic Impact:

One of tourism's most salient influences is on the economy of the host country. Many tourism texts open with statistics proving the huge economic impact that tourism has in terms of cash flows, employment, gross domestic product (GDP) and so on. Of course, the influence of tourism on the economy is inevitably as diverse as are economies, cultures and the people visiting them. Tourism is a major global industry that provides huge opportunity for economic growth, foreign exchange earnings as well as employment and income generation for both the macro and micro- economy. It has been seen that tourism results in a range of economic impacts, both positive and negative depending on the location and social economic foundation of a destination.

Tourism is cited as an industry that can assist in generating foreign exchange and improve the economy and employment prospects of countries, regions and cities.

While the economic advantages of tourism are certainly clear, many negative aspects are apparent. Tourism stimulates economic activity and it assists in increasing the overall economic status of a country.

Tourism can lead to increase in GDP. Economic benefits may be induced from tourism spending which directly benefits the tourism environment. While it is accepted that spending to a greater or lesser extent assists in local economic development, more refined ways of ensuring a flow of money to specific development projects in a more innovative approach.



Economic Influence of Tourism

Expanding opportunities often attract people from other region of the country. It has been noticed that young people and women appear to benefit from tourism employment leading to the economic independence and a resultant weakening of the traditional authority of the family head.

In term of financial effect of tourism on work and property, we might frame them in a tripartite form commonly used in economic texts (Walton, 1993:220):

1. Direct effect:

The initial injection of tourist expenditure creates direct revenue for hotels, shops, restaurants, travel agents, transport operations and other tourist services.

2. Indirect effect:

The recipients of the direct expenditure generate additional revenues to businesses or producers supplying them with necessary inputs, example fuel for various form of transport, food for restaurants, equipment for hotels, construction of hotels etc.

3. Induced effect:

The beneficiaries of the direct and indirect effects spend their increased incomes on consumer and investment goods, which induce further consumption within the economy.

Limitations

- a. Tourism development often creates inflationary effects on local economies, relating to land, property and goods.

- b. Heavy reliance on tourism industry in any region or country to generate revenue is a much criticized policy. Some less developed countries rely on tourists for generating revenue / income. Decreases in demand for tourism will have huge effects on the receiving country.
- c. In many cases, foreign exchange generated by tourism activity may not benefit the economy of the destination. In less developed countries, there is a higher propensity to import due to a lack of supporting industries. In the case leakage rate is high and the multiplier effect cannot develop to its full potential.

2) Environmental Impact:

The most outstanding result of environmental influence of tourism is its impact as the built environment. A large hotel built overlooking good scenic beauty, beach. Shops have opened to service the visitors, the majority of outlets are geared towards the tourism market. Roads have been indented and built to enable easier access for coaches and berries. Beyond the valley, tunnels have been blasted out of mountains to ease access and an airport has been built in.

Environment issues & Challenges

Around the globe, tourism is regarded as a pollution free industry as against other manufacturing industry, which can spoil the environment. Environment pollution is a challenge in the modern times. It is not common and limited just to places of industrial activity and urbanization but also spread to places of tourist interest.

Visit of tourists to different places results in the spoilage of the beaches, local, social and living systems, national parks, mountains rivers etc. The damage may be in the form of writings on temples and historical places, removing pieces of marble from ancient contractions and churches, this shall deprive the originality of a structure and affects the beauty of the same. Below mentioned are some of the environmental issues rising because of tourism.



i. Soil Compaction:

Tourism often leads to soil compaction, usually unavoidable aspects of recreation activities. Compaction packs soil's loose particles together and reduces pore space, leading to a reduction in aeration and water infiltration. This increases water runoff from rain & melting snow, causing reduced water absorption, a loss of vegetation cover and soil erosion.

ii. Species Habituate:

- a. Habituation is often mistakenly seen as positive because it brings visitors closer to the wild life but frequent disturbance to animals is not being tolerated by them and once their level of tolerance is exceeded they may abandon their habitat.
- b. Due to the cutting of trees and diminishing of forest areas causes serious damage to the natural habitat to animals, birds and tribes.
- c. Urbanization of coastline, sand mining, beach and sand dune erosion, and soil erosion lead to degradation and loss of wild life habitats.
- d. Disruption of habitats puts increased pressure on endangered species.

iii. Water Turbidity:

Soil erosion is a frequent result of tourism infrastructure and recreation.

iv. Plant Life:

Laying down new roads and developing new infrastructure to stimulate tourism, adversely affects the plant life in the area.

v. Deforestation:

With cutting down of trees, habitat loss and fragmentation is taking place.

vi. Climate:

With the massive construction of hotels and resorts huge area is overcrowded with people adversely affective local climate and living.

vii. Deterioration in Ecological Diversity and Biodiversity:

Tourism creates significant contribution in reducing levels of biodiversity.

viii. Water Pollution:

Water Pollution is caused due to sewage outfall and sea dumping of waste causes marine water pollution.

ix. Damage to Coastal Areas:

Recreational activities like scuba diving, snorkelling and sport fishing, leads to damage to coral reefs and subsequent impacts on coastal protection and fisheries.

x. Vegetation Impact:

- a. Agricultural land is used for commercial purpose and results to the loss of area for production.

- b. The development of projects, particularly the road has lead to the destruction of vegetation in the valley.

3) Social Impact:

Tourism is related to the social system in a country and has definite impressions on the social system present in a society. In turn, society has its influence on the human life and it is evident from various formal and informal groups one comes across during the course of the life. Tourism has become a status symbol. People travel as a reflection of their prestige and standing in the society. But, simultaneously with the development of tourism by allotting separate budget tourism activity is more planned and organized. With the development of tourism many facilities are created to motivate people to travel and get relived from the stress and burden of modern materialistic life. By touring different countries people get acquainted with different social customs and rituals, this creates a strong bond of relationship with local community and creates a sense of affinity among different nationals of the world, an essential prerequisite for universal peace.

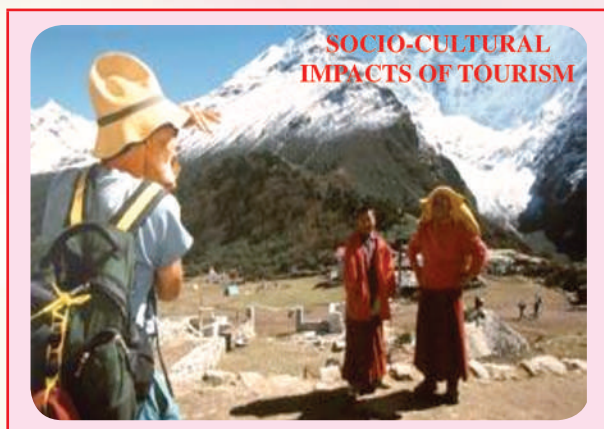
But, simultaneously there are certain adverse implications of tourism on society such as:

- a) Changing the family system and life styles of people with the invention of modes of transport and with increased urbanization many joint families are dissolute and nuclear family concept starting.
- b) Under the disguise of tourist anti-social elements are entering into various target countries to spoil the peace and harmony in the society.
- c) With the movement of people, many various types of diseases are also spreading and creating health-related problems among the host country people.
- d) Tourism development leads to increase in number of crime in a locality. Problems like gambling, eve teasing, molestation, prostitutions and other related crime in the tourist area causes threat to the movement of people.
- e) Tourists may engage in crime and illicit activities such as violent/ drunk behavior, drug smuggling and sex tourism.

4) Cultural Impacts:

The concept of cultural tourism has gained prominence as people are interested to know and get familiar with the life style, arts, music, customs and festivals of different parts of the world. Tourism allows exchange of cultures in promoting greater awareness on both sides.

Development of tourism as a vehicle for economic modernization and diversification almost invariably leads to changes and developments in the structure of society. This may be positive or negative. In the positive sense, there may be society wide improvements in income, employment opportunities, education, local infrastructure and services. On the negative side, there may be a threat posed to traditional social values, the creation of fractions of society and adaption or weakening of cultural values. The depth of the negative impacts depends on the tourist traffic and the diversity of tourists.



Positive impacts of cultural tourism:

There are several positive effects of tourism on culture. It helps to promote the culture of a country. There is an exchange of cultures as a tourist travel to different place. He/she learns new culture at the same time imports one's own culture into the local community. Cultural tourism promotes the handicrafts and local art. However, the adverse affect is, that cheap imitations are diluting the advantage and damage the original artwork.



Negative impacts or limitation of cultural tourism:

Tourism as a unique and powerful phenomenon has a tremendous capacity of changing culture. Tourism is seen as having a strong influence on a culture, understood in the holistic sense, with impacts spreading throughout the culture.

- a) Threat is posed to traditional social values and weakens the cultural values.
- b) Exchange of culture tourism is allowing exchange of culture but with this the original culture is diluting day-by-day.
- c) Cultural tourism contributes to universal brotherhood and promotes international place. At the same time may transform the local craft, folk art and festivals to suit the demands of a tourist, which shall affect the originality.

Review Questions

- I. What are positive impacts of Tourism Industry on Culture and Economy?.
- II. What are the negative impact of Tourism Industry on Environment and Social System?

1.9 Importance of Tourism

Tourism as an industry is very important for the development of any country. It is one of the fastest growing sectors. It has lots of significance not only in the economy of a country but also in the social and cultural force of the country. The major contributions from tourism are listed below:

1. Stimulation of Economic Growth:

There are many countries in the world whose economy is fully dependent on tourism. It greatly influences the economy of the country. It contributes significantly to a country's gross domestic product (GDP). Tourists from the developed countries bring valuable foreign exchange, which is essential to developing countries like India to offset the balance of payments (BOP) position. International business experts have predicted that in the 21st century, the global economy will be driven by three major industries: Technology, Telecommunication and tourism. Travel and tourism would capture the global market and become the largest industry in the world.

2. National Income:

The receipts from international tourism can provide a valuable source of earnings for many countries, both developed and developing. Tourist spending generates income for both public and private sectors. Tourism thus forms a very important source of income for several countries.

3. Maximization of Foreign Exchange Earnings:

The major economic benefit in promoting the tourism industry is, earning of foreign exchange. Foreign travellers must exchange their currency into local currency for their spending purposes. This means that initially the foreign exchange earnings of the host country increase by the amount of tourism expenditure. It helps in generating foreign exchange without exporting anything out of the country. Foreign exchange spent by a foreign tourist in a country for various hospitality services results in developing the economic status of the country. Thus, an inbound tourist is an important source of foreign exchange for any country. Less-developed nations are constantly increasing foreign exchange requirements to finance their concerted development plans.

4. Balance of Payments:

The balance of payments shows the relationship between a country's total payment to all other countries and its total receipts from them. In other words, it may be defined as a statement of income and expenditure or payments and receipts on international accounts.

5. Multiplier Effect / The Tourism Multiplier:

A multiplier is a statically expression of how much income or employment is generated by a certain

amount of tourist spending. Every industry has this concept but however this effect is much stronger in tourism sector. The multipliers effect denotes the money spent shall be routed through other related segments and spent and this cycle continues. The higher the multiplier effect the higher is the benefit to an economy. The flow of money generated by tourist spending multiplies as it passes through various sections of the economy.

6. Creation of Employment:

Tourism has brought many employment opportunities to people especially in the service related industries, retail sector, catering and transport ones. The tourism industry is a highly labour intensive service industry and hence is a valuable source of direct and indirect employment to millions of people. In many developing countries, where unemployment problems are very acute, the promotion of tourism can be great encouragement to economic development and especially, employment. There are 3 types of employment which may be generated by tourism.

- a) Direct: Jobs created as a result of visitor expenditure and directly supporting tourism activity e.g. hotels, restaurants, travels agencies.
- b) Indirect: Jobs created within the tourism supply sector but not as a direct result of tourism activity such as suppliers to hotel and restaurants etc.
- c) Induced: Job created as a result of tourism expenditure as local residents spend money earned from tourism. A job among direct and direct services helps to employment of wider section of generation.

It also provides a wide range of jobs to both skilled and unskilled people.

- a) Skilled jobs: as tour operating managers, event managers, hospitality managers and so on.
- b) Unskilled jobs: as helper, porters etc.

It greatly contributes to creation of indirect employment with derived growth in other tourism related sectors.

7. Development of Infrastructure:

Development and improvement of infrastructure is another important benefit of tourism. To become an important commercial or pleasure destination, any location would require the entire necessary infrastructure. The investment made in a country on the infrastructure is very much essential. Extending infra and building new infrastructure would help to meet the needs of the customers and attract them to visit.

The benefits from tourism infrastructure like airports, roads, water supply and other public utilities may be widely shared by other sectors of the economy. In addition to development of new infrastructure, the improvement in the existing infrastructure needs to be undertaken in order to retain and attract tourists to visit. These improvements greatly provide benefit to the resident population of that area.

8. Regional Development:

The more the area visited by the tourists the more the area needs to be developed. It leads to the improvement of the region in various fields. Construction and improvement of new infrastructure provides great benefit to the resident population of that area. The underdeveloped regions of the country can greatly benefit from tourism development. It helps in the development of less developed regions of the country.

9. Promotion of Favorable National Image:

Tourism helps in establishing the own identity of the country in the world. It attracts people from all countries and makes that country to be known to other people with the help of visitors. It helps in building the image of the host country and makes it popular among various countries.

10. Protection of Cultural Heritage:

India's primary attraction has been its culture, art, archaeological or historical remains and monuments, architecture, music, dance, folklore and history. Each year many visitors visit our country and subsequently go back to their countries with sweet memories of India's rich cultural heritage. Foreign tourist's visit helps them to understand the culture prevailing at the destination and allow them to get mingled with the diverse cultures and creates an atmosphere of "unity in diversity". Government needs to put special efforts to safeguard the cultural heritage of the tourist destinations, in order to increase the inflow of tourists.

11. Building Social System:

A large number of people travelling to foreign countries to become acquainted with the customs of the country, visit different tourist destinations and to admire the handicrafts and works of art. When the tourist comes in contact with the place he visits and its population, a social exchange takes place. It helps in building up relationship with the tourist and the host country people. Travel experiences have a great effect on the tourist as well as on the society. It breaks the barriers of suspicion that exist between the nations and develops social and cultural understanding among all people of the world.

12. Human Benefits:

Travel and holidaying can provide unlikeness by taking away a person from present, familiar environs to something that is new and unfamiliar. Travel helps in escaping from the dull daily routine work to exciting new things. Most of the people welcome change unless it is that drastic. Tourism helps people to relax and rejuvenate. It acts as a stress reliever and also increases the knowledge potential of the tourists. In the modern materialistic world tourism plays a key role in sustaining the human behavior.

13. Health Benefits:

Health is one of the critical objects for most of the people to practise travel or tourism. Holidaying is also considered as an investment in health. It is suggested by many medical specialist that it is relatively more beneficial to go for a number of vacations at regular intervals for recouping energies

both psychologically and physically. Tourism, thus, becomes instrumental in breathing new life or rejuvenating an individual's moral, ethical health and re-establishing the passionate poise.

14. Educational Benefits:

Tourism, no doubt, is the best medium to broaden the limits of human knowledge. Man's urge to learn in all likelihood is intrinsic. Travel and holidaying offer an opportunity to satisfy the urge to learn. Historic buildings, monuments, battlefields, and shrines are a means of communicating with past. Human learn from an environment only to the extent that they respond to it. Travel is an enriching experience for most of the travellers.

15. Professional or Business Lessons:

People travel for trade purposes also. Professional and business concerns also prove to be a strong motivation for many to travel. Conventions, conferences and professional/business meetings allure people from their respective lines of work and walks of life at one forum to interact and/or transact with each other. On the whole, the basic motive for such a travel is personal development, enhancement to standing & status and setting up and strengthening of contacts.

16. Transportation Development:

Tourism has witnessed considerable changes. Each country has its own various needs of transportation to improve tourist visit to the country. Government of each country is taking important steps to improve the movement of travellers and making journey enthusiastic and comfortable by introducing and improving various modes of transport such as Airlines, Railways, Cruise liners, Motor cars etc.

17. Global Integration:

Tourism is viewed as national asset. Tourism is a great promoter of national and international integration. People of one country visit another country to avail various services, products and facilities and exchange their thoughts, culture. It is an effective way of enhancing the international understanding and integration by bringing and making people intract of different social, cultural and economic backgrounds together.

18. Environmental Benefits:

Tourism is called smokeless industry, which can be synonymous with the protection and conservation of the environment. The improvement & conservation of natural and manmade tourist resources contribute to tourist product and has no danger to the nation's resource. Protecting and creating economic value for local places and resources, which otherwise have no perceived value to residents is regarded as another significant contribution from tourism. Raising awareness of environmental issues and stimulating tourist to advocate for conservation through education and interpretation shall result in environmental appreciation, conservation and up-gradation, which in turn enhances visitor enjoyment. Tourism can become an instrument for beautification and improvements of the environment, if it is planned in a systematic manner.

Review Question

- I. Why is Tourism important for development of the Country?

1.10 Factors Affecting Tourism Development

Tourism certainly is a highly sensitive and vulnerable activity and it is not without reason that tourists have been described as “Shy birds”, who can be scared off by any number of real or perceived threats to health and property, or financial well-being.

1) Technological Innovation:

Technology is a powerful influence on modern tourism. Improvement in transport and communication have increased the friction of distance and made the greater part of the globe accessible. The advent of long-distance and large-capacity aircraft has made mass tourism a reality at the international scale.

High speed, computer-based communication and reservation facilities are now an integral part of the global tourism network. Not only do these facilities enable instantaneous links across the world, they also have added immeasurably to levels of awareness, both of tourists and those serving the travelling public.

2) Environmental Changes:

One of the most fundamental challenges facing tourism is adjusting to changes in the environment. Changes brought about by human intervention are likely to evoke a negative response. Tourist destination or sites that attract tourists will inevitably lead to changes in the ambient environment with intensification of use. Ideally, tourism development and ecological sustainability should be complementary and mutually reinforcing.

3) Socioeconomic Fluctuation:

Tourist flows world-wide experienced several decline: incomes fell and unemployment rose. The shock of economic recession and subsequent restructuring of national economics helped focus renewed attention on the larger term potential of tourism for boosting economic activity and employment. Societal changes normally do not exhibit the same cyclical characteristic as those of an economic nature. Rather, they are evolutionary and cumulative, and sometimes almost imperceptible.

4) Geopolitics:

Global geopolitics can work negatively and positively for the development of tourism. Changed geopolitical circumstances can present an opportunity to redirect the growth of tourism down the path towards sustainability, while at the same time contributing to reconstruction of devastated economics, shattered societies and degraded environments. In many instances fears over personal safety are heightened by health risks and exposure to disease affect the visit of tourists.

5) Facing the Challenges:

The forces categorized above geopolitical, socioeconomic, technological and environmental are already highly visible and instrumental in fashioning the turbulent world of today's tourism. Environmental issues and social impacts are prompting a growing level of community concern over the types of tourism to be tolerated. This will create the need for new alliances, greater consultation and even power sharing in forging new tourism products to fit community values and environmental constraints. The challenge is to raise concern for the environment among the smaller and more numerous establishments and achieve something of a 'trickledown' effect in the spread of environmental best practice to all levels of tourism activity. As support and enthusiasm for 'greener' tourism, ecotourism and nature based tourism gathers momentum, pressure on operators at all levels to lift their 'environmental game' could well be reinforced by market forces.

6) Strengthening of Tourism Infra-Structure:

Development of tourism is primarily the responsibility of the state governments. However, the central department of tourism extends financial assistance for the augmentation of tourism infrastructural facilities like accommodation, restaurants facilities etc. In addition, financial assistance is extended for adventure sports activities, tourist transport, accommodation etc.

From one of the most important segments of the tourism industry, the hotel sector has high potential for employment generation and foreign exchange earnings. To give impetus to this sector, the government provides tax benefits and other incentives to encourage the hotel industry. The industrial policy has now placed the hotels and tourism related activities as a priority industry.

Review Questions

I. Match the Column:

Column-I

- a) Technological Innovation
- b) Cultural Heritage
- c) Sea Transport
- d) Multiplier effect
- e) Environment issues

Column-II

- i) Income generated
- ii) Water turbidity
- iii) Folklore
- iv) Aircraft
- v) Cruise liners

II. Expand the following:

- a) GDP
- b) FOREX
- c) BOP

III. Questions:

1. Discuss the negative economic impacts of tourism on an environment.
2. Explain the role of technological innovation on the tourism industry.
3. Enlist different forms of tourism.

1.11 Summary

Tourism is one of the world's fastest growing industries and a major source of foreign exchange and employment generator for many countries. Tourism is the movement of people from their normal place of residence to another place (with the intention to return) for a minimum period of twenty four hours to a maximum of one year for the sole purpose of leisure and pleasure. There has been an up-market trend in tourism over the last few decades due to developments in technology and transport infrastructure as well as aggressive marketing of tour operators and travel agencies. The basic elements of tourism are "Man, Space and Time". It can be categorized as International, National and Internal tourism and can be differentiated as Inbound and Outbound tourism, and Foreign and Domestic tourism. Tourism has a great impact economically, socially, culturally and also affects the environment. It contributes to the economic growth of a country by causing employment generation, foreign exchange earnings, and infrastructure development. It also promotes a wide range of related industries such as restaurants, retail and shopping, transportation, and cultural industries.

1.12 Practical Activity

- ❖ Prepare a project on the conservation of energy resources that are getting affected with the various activities of Tourists.
- ❖ Students need to prepare a chart revealing the negative impacts of Tourism on the Environment.
- ❖ Visit different tourist destinations of your city and prepare a report by taking feedback from the visitors regarding improvements that are required at tourist destinations.
- ❖ Chart preparation on classification of tourism.
- ❖ Project work on environmental impact of tourism.

UNIT-2 Hotels

Contents:

- 2.0 Unit Overview and Description
 - ❖ Overview
 - ❖ Knowledge and skill outcomes
 - ❖ Resource Material
 - ❖ Learning Outcomes
 - ❖ Assessment Plan
- 2.1 Introduction
- 2.2 Nature of Hospitality Industry
- 2.3 Evolution and growth of the Hotel Industry in the world
- 2.4 Hotel and their Categories
- 2.5 Summary
- 2.6 Practical Activity

2.0 Unit Overview and Description:

In this unit an attempt has been made to familiarize students with the hospitality industry concept and the evolution and growth of the hotel industry. After studying this unit the student will be able to classify hotels on the basis of guest need and desires and the location and services provided by the hotel owners.

This unit will impart following knowledge and skill:

- ❖ Able to explain the concept of Hospitality Industry.
- ❖ Classify hospitality industry into Profit & Non-profit oriented business.
- ❖ Understand the evolution and growth of hotel.
- ❖ Categorise hotels to on various basis.
- ❖ Describe the various components of tourism industry.
- ❖ Recognize accommodation of unorganised sector.
- ❖ Determining unusual hotels.

Resource Material:

Hotel Front Office Training Manual: Sudhir Andrews
Front Office Management & Operations: Sudhir Andrews
Front Office Operations & Management: Rakesh Puri
Hotel Front Office Operations & Management: Jatashankar R. Tiwari
Front Office Management: Sushil Kumar Bhatnagar

Learning Outcomes:

Unit- 2 Hospitality Industry and Hotel	Outcomes
2.1 Introduction	General Overveiw
2.2 Nature of Hospitality Industry	You will be able to understand and explain the: ❖ Concept of Hospitality Industry ❖ Classify on the basis of Profit & Non-Profit making business
2.3 Evolution and growth of the Hotel Industry in the world	You will be able to determine ❖ The growth of tourism industry
2.4 Hotels and their Categories, Classification of hotels	Students will be able to: ❖ Describe the meaning of Hotels ❖ Categorise hotels on the basis of: ❖ No. of rooms available ❖ Feature & facilities ❖ Area in which they are situated ❖ Type of Guest ❖ Duration of their stay ❖ Services provided to them ❖ Guest ownership ❖ Chain & Independent hotels ❖ Management contract, Franchise, Referral ❖ Able to explain unorganized accommodation sector ❖ Accommodation different from above mentioned ones

Assessment Plan: (For the Teacher)

Unit	Topic	Assessment Method	Time Plan	Remarks
2.1	Introduction	Question & Answer		
2.2	Nature of Hospitality Industry	Question & Answer		
2.3	Evolution and growth of the Hotel Industry in the world	Question & Answer		
2.4	Hotels and their Categories, Classification of hotels	Question & Answer		

2.1 Introduction

Hospitality is treating people like you would want to be treated when you are travelling. In other words, it means making a tourist feel totally welcome not only as your guest, but also as the guest of the complete family of the hotel.

Hospitality can be termed as a deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and the public. As per the Oxford Dictionary Hospitality is defined as “Reception and entertainment of guests, visitors, or strangers with liberality and goodwill”. The word hospitality is derived from the latin word “Hospitalitias”.

The term Hospitality industry describes a wide range of business enterprises concerned with the transportation, feeding entertaining and housing of the travelling public. Airlines, bus companies, cruise lines, car rental agencies, amusement parks, tour operators, restaurants, bars, casinos, and hotels are all part of this industry. It can be broadly defined as the collection of business providing accommodation and food and beverage to people who are away from home. The lodging or hotel industry is made up of companies that provide over night accommodation to the travelling public, often in conjunction with food, beverages, entertainment, recreation and meeting facilities. In other words, the hospitality industry includes not only famous hotels or restaurants, but also a wide range of business, such as small guest houses, snacks bar and fast food outlets.

In a given property, several operating departments ensure that everything works more or less smoothly. Some of them deal directly with guests and are by tradition referred to as front of the house departments. Other provides indirect services and have become as back of the house departments.

Review Question

- I. Define Hospitality.

2.2 Nature of Hospitality Industry

The hospitality industry provides services for people who are away from home regardless of whether it is for long or short duration of time. These services can vary according to the specific needs of both the person away from home and the organization operating those services. Therefore, it is important that staff in hospitality

industry must be able to identify the various needs of their customers and be able to act and provide the services expected. Providing services or catering needs of the guest are generally profit or non-profit oriented.

Profit and Non-Profit Oriented Business:

Not all hospitality businesses are profit oriented; as a consequence they can be categorized into either profit making or non- profit making business.

- a) **Profit Oriented Business:** A profit oriented business is one which is set up with the intention to earn a profit. Examples include Hotels and commercial restaurants.
- b) **Non-Profit Oriented Business:** A non- profit oriented business is one which is not run specifically to make a profit.

It is usually operated with the intention of promoting the benefits and welfare of its members. If there is any excess income generated, it is usually reinvested in the business (Example: In purchasing new equipments or refurbishing premises). Examples include private clubs, industrial catering for offices and factories institutional or welfare catering and accommodation and provision of food in state hospitals, universities and other institutions.

Review Questions

- I. **Explain:**
 - a) Profit Oriented Business
 - b) Non-Profit Oriented Business

2.3 Evolution and Growth of the Hotel Industry in the World

The invention of currency and the wheel sometime in the fifth century BC are regarded as the two main factors that led to the emergence of inn-keeping and hospitality as a commercial activity. While Europe can safely be regarded as the cradle of organized hotel business, it is in the American continent that one sees the evolution of the modern hotel industry over the past century. From the rudimentary ancient inns to the present day state-of-the-art establishments that provide everything under the sun to the modern traveller, the hotel industry has come a long way. The origin and growth of the hotel industry in the world can be broadly studied under the following periods:

- ❖ Ancient Era
- ❖ Grand Tour
- ❖ Modern Era

Ancient Era:

The earliest recorded evidence of the hospitality facilities in Europe dates back to 500 BC. Ancient cities, such as Corinth in Greece, had a substantial number of establishments that offered food and drink as well as beds to travellers. The inns of the biblical era were of primitive type, offering a cot or bench in the corner of a room and, at times, even a stable. Travellers used to stay in a larger hall. Privacy and personal sanitation were non-existent. In the third century AD, numerous lodging premises mushroomed along

the extensive network of brick paved roads throughout Europe and minor Asia (part of Asia adjoining Europe). The lodging houses were known as mansionis during that time.

These conditions prevailed for several hundred years, till the Industrial Revolution in England led to the development of railways and steamships, making travelling more efficient, comfortable, and faster. The Industrial Revolution also brought about a shift in the focus of travel that became more business-oriented than educational or social.

The lead in organized hotel keeping, as we see it today, was taken by the emerging nations of Europe, especially Switzerland. The early establishments were mainly patronized by the aristocracy, and took shape in chalets (small cottages) and small hotels that provided a variety of services. Between 1750 and 1825, inns in Britain gained the reputation of being the finest hospitality establishments.

Grand Tour:

The second half of the eighteenth century, prior to the French Revolution (1789-99), is referred as the 'golden era of travel' as the popularity of the 'Grand Tour' gave a big push to the hotel industry. In those days, a Grand Tour of the European continent constituted as indispensable element of the education of scions of wealthy families in Britain. As this tour often lasted several years, it was a good business opportunity for people in the prominent cities of France, Italy, Germany, Austria, Switzerland, and Ireland to establish lodging, transportation, and recreation facilities. Far-sighted entrepreneurs, who smelt money in the exercise, developed the skills of hospitality and pioneered the modern hotel industry.

Prominent among the hotels that emerged during this period were Dolder Grand in Zurich, The Imperial in Vienna, the Vier Jahreszeiten in Hamburg, and Des Bergues in Geneva. In 1841, a simple cabinet maker, Thomas Cook, organized a rail tour from Leicester to Loughborough and immortalized himself as the world's first tour operator.

Modern Era:

The improvisation in modes of transport made journeys safer, easier, and faster, enabling economical as well as frequent mass movement. The introduction of Funiculars (the ropeway) made high altitude mountains accessible, leading to the growth of many hotels in the Alpine ranges. Bürgenstock and Giessbach are among the hotels in Switzerland that owe their existence to the development of the ropeways.

The two world wars, especially the second (1939-45), took their toll on the hospitality industry. The massive destruction caused by the war and the resulting economic depression proved to be a major setback for travel business. The 1950s witnessed slow and steady growth of travel in the European continent. The development of aircraft and commercial passenger flights across the Atlantic stimulated travel across the globe, and in the process accelerated the growth of the hotel industry.

But it is the American entrepreneurs who are credited with literally changing the face of the hospitality industry with their innovations and aggressive marketing. The inauguration of the City Hotel in New York in 1794 marked the beginning of the present-day hotel industry. It was a 'giant' building at that time, with 73 rooms, and it went on to become a favourite meeting ground for socialites.

Prior to the establishment of the City Hotel, lodging facilities in the American continent were patterned

on European style taverns or inns. The City Hotel, however, triggered a race of sorts among American hoteliers, resulting in the construction of large hotels like the Exchange Coffee House in Boston, the second City Hotel in Baltimore, Mansion House in Philadelphia, etc. the opening of the Tremont House in Boston is another landmark in the evolution of the hotel industry. Regarded as a forerunner of luxury hotels, the 170-room hotel had many firsts to its credit. For example, it was the first to provide locks, indoor plumbing, running water, and bathing facilities, besides providing a bowl, pitcher, and free soaps in its rooms. It was also the first to provide front office services like bell boys and a reception. It was also the first hotel to serve French cuisine in the US.

Throughout the nineteenth century, the contest among hoteliers to build better, larger, and most luxurious hotels continued. Several luxury hotels, like the Grand Pacific, The Palmer House, and The Sherman House in Chicago, as well as The Palace (with 800 rooms) in San Francisco were built. The year 1908 saw the emergence of the first business hotel, the Statler Hotel in Buffalo, New York. This magnificent 450-room multi-storey building was a pioneer in many ways. Some of the innovations included an attached bathroom with hot and cold water in each room, an electric lamp on the desk, and the radio in each room.

The decade of the great depression in the 1930s witnessed the liquidity of most the hotels in America. The hotel industry streamlined with slow and steady growth during the 1940s. The increase in automobile travel in the 1950s led to the rise of 'motor hotels' or motels, a new category in the hotel industry. The motels, which offered free parking facilities, served as rest houses for people travelling between two cities or tourist destinations. The following decades saw the growth of the motels on a large scale, and also the introduction of budget hotels that offered basic facilities at half the rates. Gradually, with the passage of time, these evolved into countrywide and international chains.

Review Question

- I. Write a short note on growth of Hotel Industry in Modern Era.

2.4 Hotels and their Categories

The word hotel is derived from the French *hôtel*, which refers to a French version of townhouse. British Law defines a "Hotel" or "Inn" as "a place where a bonafide traveller can receive food and shelter, provided s/he is in a position to pay for it and is in a fit condition to be received." Therefore, a hotel must provide food (and beverage) and lodging to travellers, on payment and has, in turn, the right to refuse admission if the traveller is unkempt or not in a fit and orderly state.

With the evolution of hotels and its proliferation around the world, it is impossible to categorise them under one term. Therefore, hotels are classified into distinct categories to help the prospective guest in identifying the right type of hotel matching his standard and requirement. The criteria on which hotels are classified are exemplified below:

- 1) Size
- 2) Star
- 3) Location
- 4) Clientele

- 5) Length of Guest stay
- 6) Level of Services
- 7) Ownership
- 8) Affiliation
- 9) Management

1) Classification on the Basis of Size:

In this classification hotels are classified with respect to their number of guest rooms or the size of the hotel. The size of property depends on the financial strength of the investor.

Hotels can be grouped into the following categories:

In India:

- ❖ **Small Hotel:** Hotels with 25 guest rooms or less, e.g., The Oberoi Vanyavilas, Ranthambore.
- ❖ **Medium Hotel:** Hotels with 26 rooms to 100 guest rooms, e.g., Hotel Taj View, Agra
- ❖ **Large Hotel:** Hotels with 101 rooms to 300 guest rooms, e.g., The Imperial, New Delhi.
- ❖ **Very Large Hotel:** Hotels with more than 300 guest rooms, e.g., Hotel Shangri-La, New Delhi.

In Europe and America:

- ❖ **Small Hotel:** Hotels with less than 100 rooms.
- ❖ **Medium Hotel:** Hotels with up to 300 guest rooms.
- ❖ **Large Hotel:** Hotels with 400-600 guest rooms.
- ❖ **Very Large Hotel:** Hotels with 600-1,000 guest rooms.

Review Questions

I. Questions :

- a) Classify Indian Hotels on the basis of Size.
- b) In America to get a classification of a large hotel, a property should have how many rooms.

2) Classification on the Basis of Star:

The standards for gradation of hotels in India are laid down by the government of India from the point of view of the suitability of the hotel for foreign and domestic tourists. All hotels which are approved get worldwide promotion and publicity through tourist literature published by the government and distributed in India as well as abroad/overseas and are eligible for foreign exchange for their essential imports of equipment.

In addition to the approval of a hotel project at the planning stage from the point of view of suitability for foreign tourists, the hotel on completion is inspected as functioning established for approval and placement in the appropriate star category. There are certain general features, facilities and services expected of establishments in each category. For example, hotels in the category of four, five and five star deluxe should be completely air-conditioned, three star hotels need have air-conditioned in only 50% of

rooms; two star hotels need not serve continental cuisine and one star hotels need to have at least 25% attached bathroom.

One Star Category Hotels: The general construction of the building of one star category hotels should be good and the locality and environs including immediate approach should be suitable. The hotel should have at least 10 lettable bed rooms of which at least 25% should have attached bathroom with a bath room for every 4 of the remaining rooms. At least 25% of the bath rooms should have western style water closets (WC's). All bath rooms should have modern sanitation and running cold water with adequate supply of hot water, soap and toilet paper. The rooms should be properly ventilated and should have clean and comfortable beds and furniture.

Two Star Category Hotels: The hotel should have at least 10 lettable bed rooms of which at least 75% should have attached bath rooms with showers and a bath room for every four of the remaining rooms and should be with modern sanitation and running cold water with an adequate supply of hot water, soap and toilet paper. 25% of the rooms should be air-conditioned, and all rooms must be properly ventilated, clean and comfortable, with all the necessary items of furniture.

Three Star Category Hotels: The architectural features and general construction of the building of three star category hotels should be of a very good standard and the locality including the immediate approach and environs should be suitable for a very good hotel and there should be adequate parking facilities for cars. The hotel should have at least 10 lettable bed rooms, all with attached bath rooms with bath tubs and/or showers and should be modern in design and equipped with fittings of a good standard, with hot and cold running water. At least 50 percent of the rooms should be air-conditioned and the furniture and furnishings such as carpet, curtains etc. should be of a very good standard and design.

Four Star Category Hotels: The hotel should have at least 10 lettable bed rooms, all with attached bath rooms. At least 50% of the bathrooms must have bath tubs or the most modern shower chambers, with 24 hours service of hot and cold running water. All the public and private rooms should be fully air-conditioned and should be well furnished with carpet, curtains, furniture, fittings etc. in good taste.

Five Star and Five Star Deluxe Category Hotels: The façade, architectural features and general construction of the building of five star deluxe hotels should have the distinctive qualities of a luxury hotel of this category. Five star deluxe category hotels are a qualitative extension of the five star category, while quantitatively, the basic features are as of a five star category. In a five star deluxe hotel, the comparative all around standard of service and amenities are of very superior quality and high standard.

The locality including the immediate approach and environs should be suitable for a luxury hotel this category, and there should be adequate parking space for cars. The hotel should have at least 10 lettable bed rooms, all with well appointed, attached bathrooms with long baths or the most modern shower chambers, rooms and private rooms should be fully air-conditioned and should be well appointed with superior quality carpets, curtains, furniture, fittings etc. in good taste.

Facilities and Services Required for the Classification of Hotels in the Star-rating System	One Star	Two Star	Three Star	Four Star	Five Star/ Five Star Deluxe	Remarks
General						
Full time operational	M	M	M	M	M	At least one room equipped for the physically challenged
Possession of necessary licenses	M	M	M	M	M	
Public Liability Insurance	M	M	M	M	M	
Elevator for buildings higher than the ground plus two floors	M	M	M	M	M	
Bedrooms, bathrooms, public areas, and kitchens fully serviced daily	M	M	M	M	M	
Floor services clean in good repair	M	M	M	M	M	
Guest Rooms						
Minimum 10 guest rooms—all rooms with outside window or ventilation	M	M	M	M	M	
Minimum size of the bedroom excluding bathroom (in sq. ft)	120	120	140	140	200	
Air-conditioning	25%	25%	50%	100%	100%	Room temperature should be between 20°C to 28°C for four star, five star, and five star deluxe
A clean change of bed and bath linen, daily and between check-ins	M	M	M	M	M	
Minimum bedding—two sheets, pillow and case, blanket, mattress protector or bed cover	M	M	M	M	M	
TV—cable or dish, whatever is available			M	M	M	Three star, four star, five star, and five star deluxe must have remotes
A writing surface with sufficient lighting			M	M	M	
Chairs	M	M	M	M	M	

Drinking water and one glass tumbler per guest	M	M	M	M	M	Water treated with UV and filtration is necessary
A stationery folder containing stationery and envelopes	D	D	M	M	M	
Turndown service			M	M	M	
Suites				M	M	2% of room block with a minimum of one suite

Facilities and Services Required for the Classification of Hotels in the Star-rating System	One Star	Two Star	Three Star	Four Star	Five Star/ Five Star Deluxe	Remarks
Bathrooms						
Percentage of rooms with attached bath	25%	75%	100%	100%	100%	
Minimum size of bathrooms (in sq.ft)	30	30	36	36	45	25% of bathrooms in one star and two stars to be western style W.C.
One bath towel and one hand towel to be provided per guest	M	M	M	M	M	If no attached or dedicated bath, to provide in room
Guest toiletries to be provided- minimum one new soap per guest	M	M	M	M	M	Where bathroom is not attached, toiletries provided in room
Sanitary bin	M	M	M	M	M	
Hot and cold running water available 24 hours	D	D	M	M	M	
Bottled toiletry products	D	D	D	M	M	
Public Areas						
A lounge or seating in the lobby area	M	M	M	M	M	
Reception facility	M	M	M	M	M	
Public restrooms to have low height urinal(24” max)	M	M	M	M	M	
Ramps with anti slip floors and handrails at the entrance	D	D	D	M	M	For the physically challenged

Food and Beverages						
Dining room serving breakfast and dinner	M	M	M	M	M	
Multi cuisine restaurant on premises	D	D	M	M	M	
Specialty restaurants			D	M	M	
24- hour coffee shop			D	M	M	
Room service of full meals				M	M	
Room service of alcoholic beverages				M	M	If permitted by local law
Bar				M	M	If permitted by local law

Facilities and Services Required for the Classification of Hotels in the Star-rating System	One Star	Two Star	Three Star	Four Star	Five Star/ Five Star Deluxe	Remarks
Kitchens						
Refrigerator with deep freeze	M	M	M	M	M	Capacity based on the size of food and beverage service.
Segregated storage of meat, fish and vegetables	M	M	M	M	M	Meat and fish in freezers; Vegetables must be separate
Daily germicidal cleaning of floor	M	M	M	M	M	
Tiled walls, non slip floors	M	M	M	M	M	
Head covering for production staff	M	M	M	M	M	
Cleaning utensils	M	M	M	M	M	
Ventilation system	M	M	M	M	M	
Staff Quality						
Staff uniforms for front of the house	M	M	M	M	M	Uniforms to be clean and in good repair
English- speaking front office staff			M	M	M	may be relaxed outside the eight metros/sub metros
Percentage of staff with minimum one year certificate course from government recognized catering or hotel institutes	10%	15%	20%	25%	30%	May be relaxed for hotels in rural, pilgrimage, and hill areas

Facilities and Services Required for the Classification of Hotels in the Star-rating System	One Star	Two Star	Three Star	Four Star	Five Star/ Five Star Deluxe	Remarks
Guest Services						
Valet service				M	M	
Laundry and dry cleaning service				M	M	
Paid transportation on call				M	M	Guest should be able to travel from hotel
Acceptance of common credit cards				M	M	
Assistance with luggage on request	M	M	M	M	M	
A public telephone on premises, with unit charges made known			M	M	M	
Wake up call service on request	M	M	M	M	M	
Messages for guests to be recorded and delivered	M	M	M	M	M	
Name, addresses, and telephone numbers of doctors with front desk	M	M	M	M	M	Doctors on call in three star, four star, five star, and five star deluxe
Stamps and mailing facilities			M	M	M	
Newspaper available	M	M	M	M	M	
Access to travel desk facilities	M	M	M	M	M	
Left luggage facilities			M	M	M	
Health/fitness facilities					M	
Beauty salon and barber shop				D	M	
Florist				D	D	
Shop/kiosk			M	M	M	
Money changing facilities				M	M	
Bookshop			D	M	M	
Swimming pool					M	Can be relaxed for hill destination
Safekeeping facilities available	M	M	M	M	M	

Safety And Security						
Smoke detectors	M	M	M	M	M	Can be battery operated
Fire and emergency procedure notices displayed behind doors in rooms	M	M	M	M	M	
Fire exit signs on guest floors with emergency power	M	M	M	M	M	
Staff trained in first aid	D	D	M	M	M	CPR/choking and regular first aid
First-aid kit with over the counter medicines with front desk	M	M	M	M	M	
M = Mandatory D = Desirable						

Review Question

I. True or False:

- Multi cuisine restaurant is not required in five star hotel premises.
- 36 sq. ft. is the size of the bathroom of a three star hotel.
- Public area of four star hotels should not be fully air conditioned.
- To be classified under star category a hotel should have minimum 10 lettable guest rooms.
- Possession of necessary licenses is not required in one star hotel.

3) Classification on the Basis of Location :

The following are the various types of hotels on the basis of location :

a) Down Town Hotels :

- ❖ These hotels are also called as “Commercial hotels”, “City hotels” or “Business hotels”.
- ❖ These hotels are located in the heart of cities and towns e.g. Blue Diamond (Pune), Oberoi Grand (Kolkata).
- ❖ The hotels mostly cater to the businessmen, tour groups, individual tourist and small conference groups.
- ❖ Commercial hotels provide a wide range of room types such as single rooms, double rooms, junior suites, suites and other essential facilities such as conference rooms, cocktail lounges etc.
- ❖ Most of the commercial hotels have restaurants, coffee shops, business centers with secretarial, fax, internet and Xerox facilities.
- ❖ Commercial hotels also offer room services, laundry-valets, uniformed services such as concierge and transport facilities such as airport pick and drop.



b) Airport/Transient Hotels :

- ❖ These hotels as the name suggests are located in the precincts of an international and domestic airports of major cities and towns e.g. Airport Ashok (Kolkata), Airport Centaur (New Delhi).
- ❖ They generally cater to those passengers who need to catch flight, passengers who cancelled flights or delayed flights and airline crew members.
- ❖ Generally the guests in these hotels stay for a very short duration which is usually one or two days.
- ❖ These hotels have well furnished guest rooms with restaurants and coffee shops and offer various other facilities such as airport pick up and drop through the hotel owned cars and buses which is very important for the passengers and crew members.



c) Resorts :

- ❖ Resorts are hotels which are located in exotic locations such as beaches, hill stations, forests and so on and thus are famous for their scenic beauty. E.g. Fort Aguada Beach Resort (Goa), Vanya Villas (Ranthambore).
- ❖ The resorts mostly cater to the leisure travellers, families, holiday makers and vacationers who visit this special category of hotels to enjoy their vacations.

- ❖ The resorts provide most of the important facilities to the holiday makers such as accommodation, food and beverage services, valet services, uniformed services etc.
- ❖ The resorts have various recreational facilities such as tennis courts, golf courses, skiing grounds, amusement parks for children and so on.
- ❖ Thus resorts are a major attraction for the tourist who enjoy the breathtaking scenery in which hotels are located.



d) Motels :

The concept of motel and motor-hotel started from America and was meant where motorists and foreign tourists travelling by car may take to enroute stop over. These motels provide parking space and the guest usually stays overnight. In the beginning, the motels did not have restaurant or bars attached to them, but as time passed they grew in size providing every modern amenities and comforts like restaurants service, phone service, availability of television, radio, air-conditioning, wall to wall carpeting, tub and shower facilities and so on.

- ❖ The concept of motel started from America and the term “MOTEL” has originated from the word “MOTOR HOTEL”.
- ❖ These were meant for various motorists, passer-bys on the highways and specially to the tourists travelling by their own vehicles and may take to enroute stop over.
- ❖ These hotels are located on the national highways and other important roads.
- ❖ The guests arriving at the hotel usually stays overnight.
- ❖ These hotels are not very large and generally have a fewer number of rooms but do have enough space for the parking of the vehicles of the guest and other visitors.
- ❖ The hotels generally provide inexpensive rooms with basic facilities and amenities and do have food and beverage facilities.
- ❖ In the beginning, the motels did not have restaurant or bars attached to them, but as time passed they grew in size providing every modern amenities and comforts like restaurants service, phone service, availability of television, radio, air-conditioning, wall to wall carpeting, tub and shower facilities and so on.

- ❖ They also provide garages, along with re-fuelling facilities for guest vehicles.



e) Sub Urban Hotels :

- ❖ The sub urban hotels as the name suggests are hotels which are located on the outskirts of the cities and towns e.g. JAYPEE PALACE (AGRA).
- ❖ These hotels generally cater to the official and business groups who want to hold conferences and seminars in a peaceful and calm environment away from the cities.
- ❖ These hotels also provide extensive accommodation and food and beverage facilities and have huge conference rooms and seminar halls and also provide a wide range of conference and seminar equipments.



4) Classification on the Basis of Clientele:

The following are the various types of hotels on the basis of clientele:

a) Down Town Hotels :

These hotels are located in the middle of the cities and towns and cater to the business traveller, individual traveller, tourist groups.

b) Airport Hotels :

These hotels are located in the close vicinity to airports and cater primarily to the passengers with cancelled and delayed flights and airline crew members.

c) Resorts :

These hotels are situated in exotic locations such as hills, sea beaches and forests mainly cater to the tourist groups, families and other vacationers and holiday makers.

d) Motels :

These hotels are situated near highways and basically cater to the passer-bys, passengers and other transit guests with vehicles.

e) Conference Centers :

- ❖ Conference centers especially cater to the conference, meeting and seminar attendees and provide overnight accommodation to these guests. e.g. Hotel Ashoka (New Delhi).
- ❖ These hotels provide various equipments required for conference and seminars such as audiovisual equipments such as Overhead projectors and LCD projectors, business centers with fax, Xerox and internet facilities, various seating arrangements, display screens, flipcharts and other important technical assistances required during the meetings and seminars.
- ❖ These hotels also provide other facilities such as food and beverage service facilities, laundry-valet facilities, uniformed service facilities and a host of their facilities such as transport and recreational facilities.

f) Convention Hotels :

- ❖ Convention hotels are very large hotels especially constructed to cater to the needs of housing the convention attendees.
- ❖ Convention hotels have 1000 to 3000 rooms and thus are able to accommodate a large number of guests coming to attend conventions.
- ❖ Convention hotels are very common in United States of America and mostly attract the convention market of regional, national and international associations.
- ❖ Convention hotels offer a large number of business services to the guests such as secretarial assistance, fax machines, computers, laptops and so on.
- ❖ Convention hotels also provide other facilities such as food and beverage service facilities, housekeeping services and transport facilities.



g) Casino Hotels :

- ❖ Casino hotels are a special class of hotels which cater to the needs of the guests who are interested in gambling. E.g. Gamblers Paradise (Arizona, USA).
- ❖ These hotels are very common in the United States of America and offer a vast range of gambling facilities, with the casinos of the hotels operating 24 hours a day throughout the year and these are a major source of revenue for these hotels.
- ❖ These hotels attract the guest through theme parties and profligate shows and thus earn a large amount of revenue.
- ❖ Apart from gambling facilities, these hotels also provide accommodation with exclusive guestrooms and also provide a large range of food and beverage service facilities.



h) Suite Hotels :

- ❖ These hotels according to the name have either all suite rooms or majority of the rooms are suites E.g. Grand Hyatt (New Delhi).
- ❖ These hotels cater to lawyers, elite class of businessmen, film personalities, politicians & various executives.
- ❖ Since these hotels mostly have suite rooms which have a sitting room and bedroom, the privacy of the guest is maintained.
- ❖ These hotels also offer a large number of other facilities to the guests such as food and beverage services, uniformed services laundry-valet services and so on.



i) Boutique Hotels :

- ❖ Boutique hotels are a few small hotels located throughout the country and are targeted to the rich class of businessmen and vacationers who visit the hotels for hideaway and getaway. E.g. The Park (Kolkata), The Park (Vishakhapatnam), De L'Orient (Pondicherry).
- ❖ They have been categorized as boutique owing to their intimate size, idyllic settings, highly personalized service, individual size and outstanding attributes.
- ❖ Each of the boutique hotels offer a unique vacation experience and highly personalized service to the guests.



Review Questions

I. Fill in the blanks :

- a. Hotels located in exotic locations such as beaches, hill stations etc. are called_____.
- b. _____ hotels mostly cater to the needs of the businessmen.
- c. Hotel caters to passengers with cancelled or delayed flights are called_____.
- d. Garage and re-fuelling facilities for guest vehicles are provided by _____.
- e. _____ hotels are located on the outskirts of the cities and towns.

II. Write short note on Resort hotels.

III. What do you understand by Motels?

5) Classification on the Basis of Length of Guest Stay:

This is influenced by the hotels location and type of clientele. Those catering for transient customers (motels & air-port hotels) will seldom have average stays larger than one night, whereas a resort hotel may attract holiday maker who stay for a week or more.

The following are the various types of hotels on the basis of length or duration of stay:

a) Extended Stay Hotels :

- ❖ Extended Stay hotels also called “Residential Hotels” are hotels where the travellers and tourists stay for a longer such as a month or so.

- ❖ These hotels are very similar to the suite hotels but the guestrooms of these hotels do offer kitchen facilities.
- ❖ These hotels generally provide elaborate world class services to the guests such as uniformed services and valet services and hence are targeted towards budget minded tourists who require reduced hotel service.
- ❖ These hotels generally have a more homely atmosphere and hence attract tourists for a long stay.

b) Semi-extended Stay Hotels :

- ❖ Semi-extended hotels also called “Semi-residential Hotels” are hotels where the guest stay for 3 to 5 days and are widely used by vacationers as well as business travellers.
- ❖ These hotels combine the features of extended stay hotels and transient hotels.

c) Brief Stay Hotels :

- ❖ Brief Stay hotels also called “Transient Hotels” are the hotels where the guests come for a very short stay which range from a few hours to one night.
- ❖ These hotels are generally airport hotels where the flight passengers and airline crew members come for overnight stay.
- ❖ These hotels generally give discounts called “leeway” to the guests staying for a few hours and a reduced or discounted rate is charged from the guests.

Review Question

I. Mention the duration of guest stay in:

- Extended Stay Hotels
- Semi-extended Stay Hotels
- Brief Stay Hotels

6) Classification on the Basis of Levels of Service:

Hotels also differ in their standards of services and in the facilities which they offer. Facilities or services of these, establishments can be divided into:

a) Luxury/ Upmarket/World Class Service Hotels :

- ❖ These are the top class hotels which are especially targeted to the elite class of guests who include commercially important persons, politically important persons, dignitaries, and ambassadors as well as other famous personalities and celebrities.
- ❖ World class service hotels offer excellent accommodation, food and beverage and uniformed services to the guests such as guestrooms with world class décor and finish, private lounges and dining rooms along with upscale restaurants, concierge services, valet parking services, dry cleaning and laundry valet services.
- ❖ Guestrooms of these are built in a modern fashion and are all well equipped with all supplies such as personalized stationery, beautiful sets of bathroom supplies including shaving sets, herbal shampoos, soaps, larger sized bath towels, shower caps, bath robes and a large no. of other amenities.

- ❖ One of the special feature of these hotels is the “Club Floor” or “Tower” which are separate floors or buildings constructed for very important guest to provide them with more comfortable accommodation and more personalized and above all provide security as these floors or buildings have restricted entry for the staff as well as visitors to ensure complete privacy to the guests.
- ❖ The public areas of these hotels are well decorated with exquisite floorings and furnishings making these hotels a piece of art. There are 24 hrs coffee shops, specialty restaurants, banquet halls, and conference rooms in these hotels.
- ❖ The world class service hotels above all maintain a high ratio of staff members to guests which is generally 1 or even more than that.
- ❖ The high ratio of staff members to the guests helps them to offer highly personalized service to the guest ultimately leading to guest satisfaction.
- ❖ Examples include: The oberoi Udaivilas, Udaipur and ITC Hotel Grand Maratha Sheraton & Towers, Mumbai are few of the luxury hotels in India.



b) Mid-market/Middle Class Service Hotels :

- ❖ Middle class service hotels have the largest target market as they cater to the largest segment of the tourists which consist of businessmen, families and free individual travellers.
- ❖ Although the middle class service hotels have a good staff to guest ratio of about 0.75, they do not offer extremely personalized service to the guests as it becomes an expensive affair for the guests.
- ❖ The guestrooms of these hotels are equipped with the basic amenities and supplies required for a comfortable stay.
- ❖ These hotels may also offer uniformed service, food and beverage service and sometimes airport pickup and drop service.
- ❖ These hotels have 24 hrs coffee shops, restaurants, meeting rooms, banquet halls, and also some recreational services.

- ❖ The stays at middle class service hotels are comparatively less expensive than the world class service hotels.
- ❖ Examples include: Taj Residency, Lucknow and Trident Hotel, Jaipur in India.

c) Economy or Limited Service Hotels :

- ❖ Limited or economy service hotels are increasing in no. day by day due to the requirements of the travellers for cheaper accommodation as compared to the world class and middle class service hotels.
- ❖ These hotels mainly cater to the budget minded travellers such as families with children, retired persons, tour groups, as well as some travelling business people who require clean and inexpensive guestroom with least amenities required for a modest stay.
- ❖ The economy class service hotels have less staff to guest ratio and generally focus on meeting the most basic needs of guests by providing clean, comfortable, and inexpensive rooms.
- ❖ These hotels do not provide elaborate food and beverage service and other types of services offered in a world class and middle class service hotels.
- ❖ Generally these hotels offer limited food and beverage service, some basic amenities in the guestrooms such as linen and soaps and sometimes may have small meeting rooms for conferences.

7) Classification on the Basis of Ownership of Guests:

The following are the various types of hotels on the basis of ownership of guests:

a) Condominium (or condos) Hotels :

- ❖ The concept of Condominium hotels was introduced in the year 1957 in Europe. E.g. Sea Pines Plantation (South Carolina, USA).
- ❖ Condominiums are another type of accommodation. It involves joint ownership of a complex.
- ❖ According to this concept individual guests are encouraged to purchase the ownership of the individual units for the entire year.
- ❖ The condominium owner purchases and has the full benefit of a unit such as a guest room, suite, apartment or villa and shares in the costs common to the whole complex.
- ❖ These costs may include taxes, maintenance of premises, upkeep of the grounds, roads, parks, tennis court, swimming pool recreational facilities, marinas, provision of services such as security setting and management.
- ❖ Each member of the condominium is free to occupy or sell his unit independently only the guests have to inform the management of the hotel about the time period of the year when they would visit and stay at the property.
- ❖ And, at the remaining time of the year, the guests can rent their unit through the hotel management. In addition, the condominium management looks after the unit in the absence of the owner.
- ❖ Hence, in condominium hotels, there is only a single owner for each of the unit or cottage of the hotel or resort.

- ❖ The entire concept of the condominium is costlier than timesharing and hence this concept could attract only few guests and thus resorts using this concept started incurring huge losses.



b) Timeshare Hotels :

- ❖ Time Share hotels are relatively a new concept of ownership of hotel rooms or suites.
- ❖ The concept of Timeshare hotels was introduced in Europe in the year 1970 when the condominium hotels started incurring huge losses and were on the verge of extinction.
- ❖ According to this concept, each room or suite is owned by several people who will schedule their visit well in advance with the management office to ensure that the room or suite is available.
- ❖ Particular unit or room of a resort will be purchased by the individual guest for a definite period of the year and will occupy the unit during that period. (Example: A specific unit of a resort may be purchased by Mr. Jones for the first two weeks of January during which he may stay at the room. Other guests will purchase the ownership of the unit for the remaining 49 weeks of the year.)
- ❖ Thus, in timeshare hotels, there are multiple owners for a single unit or cottage of a resort or a hotel.
- ❖ The process of timesharing is far cheaper than the condominium concept and hence was more popular in the hospitality world.
- ❖ One of the unique advantages of timesharing concept is that if guest is not free to avail the room for any reason, they can rent their time slot to another person. Sometimes the management company can help in this process.
- ❖ The owners of the units can also easily trade their ownership time with other owners in other locations.
- ❖ Another great advantage of time share process is that time share owners can become member of international time share properties and exchange their time with another time share owner at another location.
- ❖ In India, few of the holiday resorts have started the concept of timesharing and are earning huge profits. E.g. Sinclair's Resort (Darjeeling).

Review Question

I. Match the column

Column-I

- a) Condominium hotels
- b) World Class Service Hotels
- c) Timeshare hotels
- d) Economy hotels
- e) Luxury Hotel

Column-II

- i) The Oberoi Udaivilas
- ii) Multiple owners
- iii) Focus on basic needs
- iv) Elite class of guests
- v) Ownership for the entire year

8) Classification of Hotels on the Basis of Affiliation:

The following are the various types of hotels on the basis of affiliation:

a) Chain Hotels :

A chain is defined as any group of three or more hotels, motels, or resorts operated under a common name or one owner or operator. E.g. Taj Group of Hotels, Oberoi Group of Hotels etc.

“There are great opportunities for capitalizing group action as a means of increasing business and reducing duplication, inefficiency and waste”. The chain operation became popular due to its efficiency. The following are the main advantages of chain hotels:-

The principle advantage of chain over independent hotel keeping includes:-

❖ **Substantial Discount:**

The chain hotels enjoy a large economies of scale as by purchasing items for hotel to run in huge volume, a chain will enjoy high discount facility.

❖ **Personnel:**

A chain can better afford top specialists in every phase of hotel operation- Hotel Accounts, Room Sales, Food Control, Hotel Maintenance, simply by spreading the expense over its many units. Few single hotels can afford such specializations.

❖ **Promotion:**

All the properties of the chain enjoy the benefit of advertisement and promotion as it is the brand which is being promoted rather than the individual property. National advertising campaigns in magazines and newspapers are generally prohibitive for single hotels: but they can be most profitable when the expense is divided among numerous hotels, each reaping full benefit of national coverage at the fraction of the total cost.

❖ **Reservation:**

Free teletype reservation service permits a chain to channel, if not refer direct, business to the various hotels in the group. As about the one fourth of all room reservations are made through such service, this obviously puts considerable trade out of reach independent hotels.

❖ **Financing:**

A group finds it somewhat easier to raise all important capital for improvement or expansion of the property.



b) Independent Hotels :

- ❖ The independent hotels are hotels which do not have any recognizable ownership and also do not have any management affiliation like the chain properties e.g. Bristol (Gurgaon).
- ❖ These hotels do not have to obey the rules and regulations which the properties of a chain have to follow to maintain their affiliation.

9) Classification on The Basis of Management:

The following are the various types of hotels on the basis of management:

a) Management Contracts :

- ❖ It is a popular and most widely accepted arrangement liked by modern hotel industry. The concept was originated in USA in the year 1970 and was immensely successful thereafter.
- ❖ This method is beneficial for those owners who are not fully proficient in the art of running the hotel and prefers to hire experts who can bring his /her operations to international standards.
- ❖ A management contract can be entered into by a chain and an individual hotel owner .The owner opts for a management contracts to get international recognition international expertise and a profitable operation.
- ❖ A management contract is an agreement between a property owner (investor- who does not have fair knowledge about the management of hotel) and a hotel management company (operator) whereby the operator assumes complete managerial responsibility for the hotel.
- ❖ The right and responsibilities of each party are clearly specified within the contract. Under this agreement, the hotel is operated by a company that is legally completely independent of the owner.
- ❖ The management company operates the facility according to the standard agreed upon. It enables the hotel to increase earnings by selling their expertise in operations and marketing their names without assuming the risks of ownership.
- ❖ For this service, the hotel management company would get a commission called the “management fee” which is generally 3% - 8% of the total revenue generated by the hotel and also sometimes an additional incentive fee which is a percentage of the net profit generated by the hotel property.

The calculation of fees paid to operator is based on prescribed formula.

Determination of Fees :

The most common method for calculation of fees under the management contracts are:

- A) A fixed percentage on total revenue: The method of calculation of fees is advantageous to the operator. In this case the operator can spend money almost at will, particularly in advertising so that high revenue and therefore, a high fee is achieved even though the hotel is not being operated profitably.
- B) A fixed percentage based on the gross operating profit: Calculation of fee only on the basis of gross operating profit places the strong obligation on the operator to manage the hotel profitably. In certain circumstances, when the results are poor, he may not even recover his costs.
- C) A combination of the above two methods: A combination of fee based on both revenue and gross operating profit is the most equitable to both the operator and the owner.

Thus the fee is determined as follows:

- ❖ A fixed percentage (3 to 8%) of a defined gross revenue.
- ❖ A fixed percentage of a defined operating income. It varies between 15 to 25%.
- ❖ A fixed percentage of a defined gross revenue as a basic fee, plus a fixed percentage of a defined operating income as an incentive fee (usually these percentages vary between 3% to 5% of gross and 5% to 10% of the net).

The main advantages to the property owner are: the acquisition of business expertise, name identification, referral and reservation network, property design and standardized operating performance. It is because of these varied advantages that the owner surrenders control over the day to day operations and pays a fee for the management expertise.

b) Franchising :

- ❖ Franchising has become one of fastest growing phenomenon in international hotel business. The growth of the chains has caused the hotel operator to turn to franchise and referral organizations.
- ❖ The concept of franchising developed in the year 1960 in USA.
- ❖ In franchising process, an individual entity builds a hotel property and enters into an agreement with a hotel company rather than operating as an individual property.
- ❖ In this case the individual entity is called “Franchisee” and the hotel company is called “Franchisor”. Franchisor agrees to grant the right to the franchisee to conduct the business according to the pattern established by the company.
- ❖ A franchise is a license given by a franchisor to a franchisee who can be an individual partner, small corporations or group of investors under this agreement for a fee the owner is allowed to use the brand name or trademark in advertising and sales promotion.
- ❖ In opening a new operation, many franchisors provide assistance in organizing, training and merchandising. The franchisor also establishes operating procedures. These can be used by the franchisee to run the business in the manner that has proven successful. These procedures are

usually provided to the franchisee in the form of operating manuals covering each phase of the operation. These manuals are up-dated from time to time.

- ❖ In addition, the franchisor deposes regional manager or inspector to visit each franchisee operation periodically. They ensure the compliance with the franchisor's standards and assist to operator covering all facts of the operation.
- ❖ The individual owner gains a lot from the franchising agreement. The franchisee in return pays a set of fee to the franchisor which includes an initial franchising fee which is a lump sum amount and then a royalty fee, reservation fee and marketing fee which are a percentage of the total room sales.
- ❖ Thus the process of franchising was extremely successful business strategy in the world of hospitality.

c) Referral Groups or Organisation :

- ❖ The concept of referral group or organisations was developed in USA in 1960s by the independent hotel operators in order to compete with the chain hotels.
- ❖ In referral groups or organisation, the independent hotels join together to form an association for a common purpose.
- ❖ Thus an independent hotel gained a broader level of exposure and number of advantages by joining the referral group.
- ❖ Through the referral group, the independent hotel owner could obtain sales promotion benefits similar to those enjoyed by the properties of a chain.
- ❖ By joining the referral group, the independent had a brand-name image that could help in the marketing efforts and management of the independent property.
- ❖ The independent hotel properties of a referral group could also refer business to each other and thus they help each other in generating revenue.

Review Question

- I. Explain briefly :**
- a. Chain Hotels
 - b. Referral Group
 - c. Franchising

Supplementary Accommodation:

It is more recent and newer than the traditional hotel industry and it is better answering certain forms of holiday life. It includes all the establishments of the unorganised sector of the accommodation industry which do not provide elaborate services that are provided by the organised hotel industry. In this type of accommodation, certain hotel services are missing and the standards of comfort is more modest than that of an hotel; but these establishments provide the basic services of accommodation and may or may not provide food services and other services.

These types of accommodations have the following advantages:-

- ❖ More reasonable prices.
- ❖ More freedom with regard to chain organisation.
- ❖ A close approach to the natural environment.
- ❖ Social contact and amusements.

Classifying The Supplementary Accommodation:

a) Youth Hostels :

- ❖ Youth hostels generally offer clean and inexpensive shelter to the young people who are either out for exploring the city and the country or travelling independently or in groups on holiday or for educational purposes.
- ❖ These are the hospitality establishments where the young people from different nationality, community and castes come together to meet each other and know each other's culture and tradition.
- ❖ These establishments are managed by non commercial organisations whose aim is the development of the youth tourism.
- ❖ The youth hostels are well equipped for the young people to prepare their own food and so the comfort in these hostels is modest.

Young Men Christian Association and Young Women Christian Association

- ❖ These associations run the chain of youth hostels around the whole world.
- ❖ They provide the young people with the basic facilities of food, clean beds, and the concept of self service and community life.

b) Caravan Camping Sites :

- ❖ It is most popular in certain European countries. This concept was initiated in the Federal republic of Germany in the first half of 20th century.
- ❖ These hospitality establishments are usually located within the cities in open spaces. These are also known as camping grounds, tourist camps or "open-air-hostels".
- ❖ These camping grounds are well equipped to receive mobile form of accommodation used by tourists.
- ❖ They provide facilities for parking, tent-pitching, water, electricity, toilet, etc. Some of the camping grounds even have provision for cooking for the tourists.
- ❖ In India, camping sites are proposed to set up along important highways where there is more flow of the international tourists.
- ❖ In India, best camping sites are found in places like Amritsar, Khajuraho, Hyderabad, Aurangabad and Goa.



c) Tourist Bungalows :

- ❖ This is another important measure to provide an inexpensive supplementary accommodation and other facilities to the travellers and tourists.
- ❖ These bungalows are situated at tourist centres or in attractive tourist locations and sites such as near beaches, lakes, rivers, etc. for the benefit of tourists and are maintained moderately.
- ❖ These establishments generally cater to the middle class tourists and budget travellers and also for the youth of the country and those coming from overseas.
- ❖ These establishments generally provide all the basic facilities required to meet the needs of the domestic travellers as well as foreign travellers.
- ❖ These establishments are generally small in size with not more than 15 rooms for the travellers. But these establishments have extensive grounds, gardens, lawns, drive ways, boating facilities, spacious lounges, extensive furniture and so on.



d) Circuit Houses :

- ❖ Compared to tourists bungalows, these houses are superior as regard with the facilities offered.
- ❖ The circuit houses are tourist bungalows which are meant for high government officials.
- ❖ The accommodation of these houses is provided to the bonafide tourists possessing “Tourist Card”.

- ❖ These houses also provide the service of cooks and attendants.
- ❖ Example: The Jodhpur Circuit House i.e. runs by the Rajasthan state government.
- ❖ Circuit houses have shown the way for others as to how the provision of the basic amenities and high degree of efficient management can enable a simple establishment to get better categorization.



e) Dak Bungalows :

- ❖ These establishments are set up by government primarily to cater to the needs of the travelling officials on government duty.
- ❖ These are small rest houses with a limited number of rooms and are situated in places which are important from the point of view of government duty.
- ❖ These establishments are moderately furnished and offer accommodation at a very low rate and also have provision for cooks and attendants.
- ❖ These establishments allow stay to the bonafide traveller and government officials holding tourist cards.



f) Dormitories :

- ❖ The dormitories cater mainly to the low class tourists.

- ❖ These are big halls with several individual beds for the travellers.
- ❖ Near each bed, there is a rack with a pigeon hole which can be locked. In these holes, the travellers can keep their valuable items safely.
- ❖ The restrooms and bathrooms/ showers are normally shared in these accommodations.
- ❖ Although, the dormitories are regularly cleaned and kept spic and span, but the main drawback is of inhibiting privacy and distractions to guests from other staying guests who may be noisy.
- ❖ Constant companionship in your living space can sometimes be a disadvantage, especially in situations when you want privacy.



g) Railway Retiring Rooms :

- ❖ These rooms are owned by the railways and are situated within the railway stations.
- ❖ This type of accommodation service is provided by railways to their bonafide passengers holding confirmed and current reservation tickets.
- ❖ They are moderately furnished rooms with attached bathroom and toilet.
- ❖ Rooms provided by this accommodation may or may not be air conditioned.
- ❖ The rates charged by these establishments are fixed and reasonable.
- ❖ Meals served to the guests in the retiring rooms are generally sent from the railway canteen.



h) Traveller's Lodge :

- ❖ These are modest hospitality establishments situated in the places of tourist interest.
- ❖ The rooms of the traveller's lodges are moderately furnished and may or may not be air-conditioned.
- ❖ These are mostly self-sufficient establishment as it is not possible for the guests to go too far off town or city for the purchase of things of daily requirements.
- ❖ These are generally self-sufficient establishments and provide rooms with attached bathrooms, dining room, laundry service, parking facilities and postal services at times room service and car rental services.
- ❖ Thus, in a nut shell they provide all basic necessities of everyday life.
- ❖ In 1969, Indian Tourism Development Corporation took over the management of the traveller's lodge and thus accommodation charges in these traveller's lodges became more reasonable.



i) Holiday Camps :

- ❖ These camps are situated outside the cities and towns and have the same objectives as those of camping grounds.
- ❖ These camps have a permanent building with provision of entertainment and recreational facilities in addition to the holiday accommodation.
- ❖ The guest or the travellers can hire cots, utensils, fans, tents, and mugs at these holiday camps.



j) Private Household :

- ❖ Many people owning houses provide accommodation and sometimes food to the travellers in return for money.
- ❖ A substantial number of bed accommodations are provided by the private households to the travellers.



k) Holiday and Conference Centres :

- ❖ The Holiday and Conference centres are open to the general public groups.
- ❖ These holidays and conference centres do provide substantial facilities to the guest and travellers but these facilities need not to be available for block arrangements.

l) Breakfast Establishments :

- ❖ These are special establishments which provide overnight accommodation and food to the travellers and passer-bys and are generally located in towns and cities.
- ❖ These establishments are very popular in USA and Europe and are also called “Bed and Breakfast Establishments”.

m) Boarding Houses :

- ❖ These establishments provide accommodation and meals at regular intervals to the residents.
- ❖ These establishments are generally managed by small enterprise for clients staying for certain duration.
- ❖ These establishments generally cater to the travellers and students and sometimes service personnel.
- ❖ These establishments are also called “Guest Houses or Private Hostels”.



n) Forest Lodges :

- ❖ These lodges are special category of supplementary accommodation and generally cater to the tourists and travellers on a visit to wildlife sanctuaries or national parks and hence are located adjacent to the forest sanctuaries.
- ❖ They are so constructed that they provide clear view of the forest to the residents from the guest rooms and also from the public rooms.
- ❖ The ground floor of these establishments generally have the kitchen block, dining hall, lounge reception and parking areas.
- ❖ The guest rooms are constructed in such a way so as to provide complete privacy to the guest.
- ❖ The lodges have a unique ambience which is reflected from the overall décor of these establishments. But these lodges do not disturb natural habitats of the animals in the sanctuaries.



Some Unusual Types Of Hotels:

- a) **Eco Hotel** is a hotel that has made important environmental improvements to its structure and overall façade in order to minimize its impact on the environment. The basic definition of a green hotel is an environmentally-responsible lodging that follows the practices of green living. These hotels have to be certified green by an independent third-party or by the state they are located in.

An eco hotel must usually meet the following characteristics:

- ❖ Should depend on the natural environment
- ❖ Should have ecological sustainability
- ❖ Should have previous record of contribution to conservation
- ❖ Should have adequate provision of environmental training programs
- ❖ Should incorporate cultural considerations
- ❖ Should have provision of an economic return to the local community

- b) **Garden hotels** are hotels which are have converted from large private residences having gardens designed by famous garden designers or are particularly notable for their gardens. Alternative uses have had to be found for castles, palaces, monasteries, mansions, and country seats which have become financially unviable as homes, and their conversion into hotels has often been successful.
- c) **Pop-up hotel** is a hotel which is temporarily established at a location for a short time before being moved. Such hotels may be built from pre-fabricated modules which are joined together on site or from collapsible structures such as tents or they may be fully mobile, being built on a large vehicle.



- d) **Capsule Hotel** is a type of hotel found in Japan with a large no. of extremely small “rooms” (capsules) with an average size of 2m x 1m x 1.25m which are made of modular plastics of fibreglass. These capsules are stacked side by side and two units top to bottom, with steps providing access to the second level rooms. Luggage is stored in a locker, usually somewhere outside of the hotel. Washrooms are communal and most hotels include restaurants and other.



- e) **Destination hotel** is a type of hotel whose location, facilities and amenities make the hotel itself a destination for tourists, rather than merely a convenient place to stay while travelling through or visiting the area for other reasons. The destination hotels have extremely well designed and beautiful rooms, fine dining restaurants, recreational and entertainment and overall has a beautiful garden with stunning landscaping.
- f) **Ice hotel** is a typical hotel which is a temporary structure and is made up of snow, sculpted blocks of ice, and some steel framing. Their lobbies are often filled with ice sculptures and food and beverage are specially chosen for the circumstances. All of the ice hotels are reconstructed every year, and are dependent upon constant sub-freezing temperatures during construction and operation.



- g) **Tree hotels** are hotels which are built with living trees as structural elements.



- h) **Bunker hotels** are former nuclear bunkers transformed into hotels and are found in Switzerland.



- i) **Cave hotels** are hotels built into natural cave formations, some with rooms underground.



- j) **Underwater hotels** are special hotels which are constructed under the water and require scuba diving for the guests to get access to the rooms.



Review Questions

- I. Enlist any five supplementary accommodations.
- II. Mention any five unusual hotels.

2.5 Summary

The hotel industry is so big and diverse that each hotel has come up with specialty products and services to carve out a niche for itself. Depending on the services offered, or the clients they are targeting, or their location, hotels can be categorized variously to provide customers an indication of their profile and what to expect from them. The main advantage of classification is that it lends uniformity in services and sets the general standards of a hotel. Other benefits of the chapter include giving an idea about the star classification system, where hotels are rated as one star, two star, three star, four star, five star and five star deluxe on the basis of services and facilities offered by them. Hotels in the size category are divided into small, medium, large and very large hotels. The location of a hotel decides whether it is a downtown hotel, suburban hotel, resort hotel, airport hotel, motel or floatel. Depending on types of guests they cater to, hotels are classified as: business hotel, transient hotel, suite hotel, residential hotel, bed and breakfast hotel, casino hotel, conference hotel or convention hotel. The duration of guest stay determines whether a hotel is a commercial hotel, resort hotel, semi-residential hotel, residential/apartment hotel, and extended stay hotel. The level of services distinguishes a hotel as up market, mid market, or budget hotel. On the basis of ownership, hotels are classified as franchise, management contract, time-share and condominium. Besides these hotels, alternative accommodation may be found in sarai/dharamshala, dak bungalow, youth hostels, tourist camp, airport/railway retiring room or paying guests accommodation.

2.6 Practical Activity

- ❖ Conduct a survey on any two profit-making and non-profit making businesses in the hospitality industry in your local area. Observe below mentioned points for both the businesses and compare them.
 - a. Food and beverage items served
 - b. Type of food service
 - c. Décor of the establishment
 - d. No. of employees
 - e. Rate Range
- ❖ Make a list of the top ten lodging operations in your community. Show their name, chain affiliation, no. of guest rooms, and rate range.
- ❖ Chart preparation on classification of hotels.

UNIT-3

Communication

Contents:

- 3.0: Unit Overview and Description
 - ❖ Overview
 - ❖ Knowledge and skill outcomes
 - ❖ Resource Material
 - ❖ Learning Outcomes
 - ❖ Assessment Plan
- 3.1 Introduction
- 3.2 Meaning of Communication
- 3.3 Communication Process
- 3.4 Communication Models
- 3.5 Communication Theory
- 3.6 Types of Communication
- 3.7 Importance of Communication in Hotel Industry
- 3.8 Barriers to Communication
- 3.9 Summary
- 3.10 Practical Activity

3.0 Unit Overview and Description

This unit is an attempt to provide students, information about communication, its various processes and models. It will help to understand the meaning of communication theory. It also takes into account the types and barriers of communication and what role does it play in Hospitality Industry.

This unit will impart following knowledge and skill :

- ❖ Make acquainted with the meaning of Communication
- ❖ Familiarize with the Communication Process
- ❖ Able to categorise various Communication Models
- ❖ Comprehend the Communication Theory
- ❖ Describe the various types of Communication
- ❖ Know the role of Communication in Hotel Industry
- ❖ List the various Barriers to Communication

Resource Material:

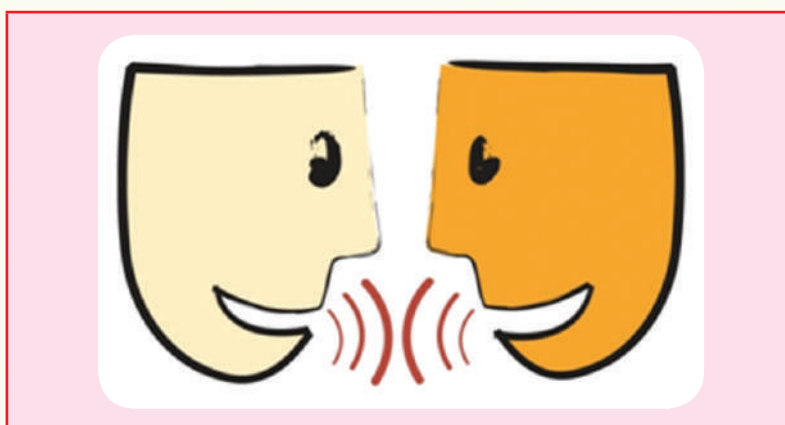
Hotel Front Office Training Manual: Sudhir Andrews
Front Office Management & Operations: Sudhir Andrews
Front Office Operations & Management: Rakesh Puri
Hotel Front Office Operations & Management: Jatashankar R. Tiwari
Front Office Management: Sushil Kumar Bhatnagar

Learning Outcomes:

Unit- 3 Communication	Outcomes
3.1 Introduction	General Overview
3.2 Meaning of Communication	You will be able to understand and explain the: ❖ Definitions of Communication
3.3 Communication Process	You will be able to understand : ❖ The various elements involved in it ❖ Role of each channel
3.4 Communication Models	You will be able to recognise : ❖ one way and two way model of communication ❖ Differentiate between these two ❖ Effective model of communication
3.5 Communication Theory	You will be able to explain: ❖ The communication modes ❖ Simplex, Half – duplex, Duplex
3.6 Types of Communication	You will be able to : ❖ List the main types of communication in use ❖ Identify appropriate ways of communication ❖ Differentiate between ➤ Verbal and Non verbal communication ➤ Formal and Informal Communication ➤ Inter and Intra Personal Communication ➤ One way and Two way Communication
3.7 Importance of Communication in Hotel Industry	You will be able to determine : ❖ The role of communication in hotel industry ❖ It's importance in inter-departmental communication
3.8 Barriers to Communication	You will be able to familiarize yourself with the various hindrances that influence Communication : ❖ Semantic Barriers ❖ Physical Barriers ❖ Organizational Barriers ❖ Psychological Barriers

Assessment Plan: (For the Teachers)

Unit	Topic	Assessment Method	Time Plan	Remarks
3.1	Introduction	Question & Answer		
3.2	Meaning of Communication	Question & Answer		
3.3	Communication Process	Question & Answer		
3.4	Communication Models	Question & Answer		
3.5	Communication Theory	Question & Answer		
3.6	Types of Communication	Question & Answer		
3.7	Importance of Communication in Hotel Industry	Question & Answer		
3.8	Barriers to Communication	Question & Answer		



3.1 Introduction

Communication is a necessary condition of human existence and social organization. But the importance of communication in business organization came to be realized quite late. Traditionally it was regarded as a taken-for-granted affair. However, over the last half century or so serious studies and experiments have shown that every organization is a society in which there are people operating at different levels. They have their multiple differences, approaches, opinions and constraints. In order to achieve common goals, proper interaction between and amongst them is must.

Communication is essentially the ability of one person to make contact with another and to make him or herself understood. It is the process by which meanings are exchanged between people through the use of a common set of symbols. It is the most important of all our activities as it has helped us to organize ourselves as a civilized society. In a civilized society there are well defined roles for all and one. The only way to play these roles is through communication.

Review Questions

I. Fill in the Blanks :

1. _____ is essentially the ability of one person to make contact with another and to make him or herself understood.
2. It is the process by which _____ are exchanged between people through the use of a common set of symbols.

3.2 Meaning of Communication

Most of the time we are in a situation or another that involves communication. Even then it is worthwhile to make an attempt to understand the exact meaning and nature of this most important activity of ours. The word 'communicate' comes from the Latin verb 'communicare' that means to impart, to participate, to share or to make common. By virtue of its Latin origin it is also the source of English word 'Common'. Whatever is common is shared by all. Hence the sense of 'sharing' is inherent in the very origin and nature of communication. And, what is that we share in communication?

The English word 'communication' has been derived from the Latin word COMMUNIS, which means common, consequently it impels that the communication is common understanding through communion of minds and hearts. This common understanding results not only through transfer of information and idea but also from transmission of the attitude.

Definitons of Communication:

- a. According to **W.H. Norman & Summer** "Communication is an exchange of facts, ideas, opinions or emotions by two or more persons."
- b. **D. E. Mc Farland** broadly defined "Communication as the process of meaningful interaction among human beings. More specifically it is the process by which meanings are perceived and understanding is reached among human beings."
- c. As per the definition of **Louis A. Allen** "Communication is the sum total of all the things that a person does, when he wants to create an understanding in the minds of another. It involves a systematic and continuous process of telling, listing and understanding."
- d. **Keith Davis** has defined communication as "the process of passing information and understanding from person to another. It is essentially a bridge of meaning between the people. By using the bridge a person can safely cross the river of misunderstanding".

Review Question

- I. Define Communication.**

3.3 Communication Process

Communication process is concerned with sharing and understanding of information. The important elements that are involved in it are given below:

1) Sender:

The communication process starts with the sender, sender is the person or group who wants to transmit the message to another person or group. They are not interested in the words, date or symbols themselves but use them for conveying meaning to others.

2) Message:

The physical form of the idea or information conveyed by the sender to the receiver which can be understood through receiver's sensory receptors (hearing, seeing, smelling, feeling, touching).

Messages are not the meanings but indicative of meaning (for example, a manager reminds a worker about a deadline with an intention to cooperate but the worker interprets it as an indicator of annoyance).

3) Encoding:

Encoding is putting the meaning of the message into appropriate words, symbols, gestures or other forms of expression for the purpose of sending an international message.

4) Channel:

Channel or medium is the method or vehicle used to transmit the message. For business communication, commonly used Channels are telephones, letters, memos, E-mail etc.

5) Receiver:

The person or group, who perceives the message and attaches same meaning to the message, is the receiver.

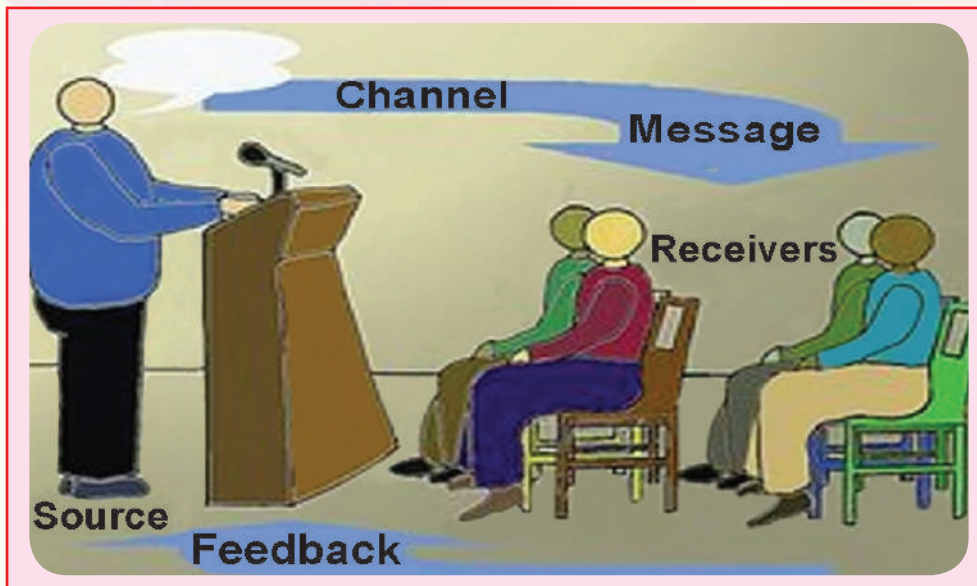
In the reasonable good communication situation, the intended message is received by the receiver. But in imperfect situation, it is possible that the delivered written message may be buried under heaps of paper lying on the recipient's desk, or oral message may be forgotten by the listener. By definition if there is no receiver, there is no communication.

6) Decoding:

Even if message is received, it is possible that it is not understood in the same sense and spirit, as the sender intended it to be, because the receiver decodes it differently. Decoding means attaching meaning to the message.

7) Feedback:

Feedback is the reversal of the communication process in which the receiver expresses the response of the sender's message. The response or reaction may be smiles, sighs, or may be asking question or calling further explanation.



Review Questions

I. Fill in the blanks :

- a) _____ is an exchange of facts, ideas, opinions, or emotion by two or more persons.
- b) Communication process starts with _____.
- c) Putting the meaning of the message into appropriate words is known as _____.
- d) Person, who perceives the message is known as _____.
- e) _____ is the reversal of the communication process.

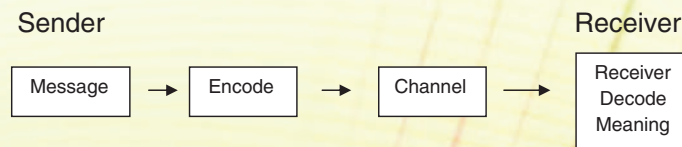
II. Explain the following :

- a) Message
- b) Communication vehicle

3.4 Communication Models

a) One-way Communication Model:

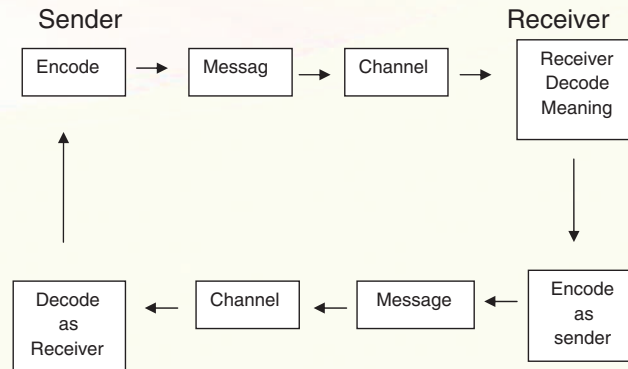
In one-way communication, there is no feedback from the receiver to the sender. Here the sender is not sure of the receipt of information as well as its understanding by the recipient.



One-way communication Diagram

b) Two-way Communication Model:

Unlike one-way Communication, in two-way communication there is an active feedback from the receiver to the sender to ensure that the receiver has understood the same meaning which the sender intended to convey.



Two-way communication Diagram

Review Question

- I. Define the two communication Models with the help of diagram.

3.5 Communication Theory

The conceptual model of how communication occurs is illustrated in Figure 3.5 A. A message is transmitted from a source, through a communication medium to a destination. The aim is to reproduce the source's message at the destination. However, sometimes this does not happen, as the message becomes distorted because of noise or interference as it passes through the communication medium.

SOURCE → MESSAGE → DESTINATION

Figure 3.5 A

Communication Occurs in Three Different Modes:

1. Simplex:

Simplex communication allows messages to flow in one direction only (Figure 3.5 B). The sender is always the sender and the receiver is always the receiver. An example of simplex communication is a television broadcast, where a signal is sent from a television station to people watching their television sets.



Figure 3.5 B

2. Half-Duplex:

Half-duplex communication allows messages to flow in both directions, but not at the same time (Figure 3.5 C). The sender and the receiver alternate, with each side waiting for the other to finish before responding. A good (although slow) example of half-duplex mode is communicating by post. Each person waits for the other's letter before replying.



Figure 3.5 C

3. Duplex:

Duplex communication allows messages to flow in both directions simultaneously (Figure 3.5 D). Both ends send and receive at the same time. People are not good at duplex communication, as can be seen when two people try to talk at the same time. Computers, on the other hand, do not have this limitation.

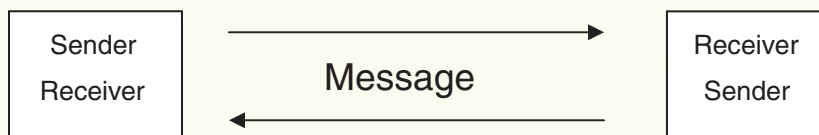


Figure 3.5 D

Review Questions

I. Match the column :

Column-I

- a) Message
- b) Simplex modes
- c) Two way communication
- d) Message Transmitter

Column-II

- i) Television Broadcast
- ii) Active feedback
- iii) Sender
- iv) Physical form of the idea

3.6 Types of Communication

Communication as the way of conveying and exchanging one's ideas, opinions and emotions, can take countless forms. These forms will differ depending upon the availability of feedback, use of verbal or non-verbal signs etc. Some of the popular forms or types of communication are as follows:

1. Verbal Communication and Non-verbal Communication :

Verbal Communication:

Verbal communication refers to the form of communication in which message is transmitted verbally. An example of verbal communication is the across counter communication. The advantage of this type

of communication is that there is less chance of 'mis-conception'. The original undistorted message gets on the way before it reaches the receiver, and there is no chance of 'lack of communication'. Other examples of verbal communication can be announcement, speech and lecture etc.



Communication through WORDS is done by word of mouth or a piece of writing. Communication is thus further divided into:

- a) Oral Communication
- b) Written Communication

a) Oral Communication:

Man is the only specie gifted with language, and the use of language is primarily in speech. In any organization, both formally and informally, we communicate more orally than in writing. It is primarily oral communication that builds up human relationships. Oral communication may be face-to-face, by telephone or by video conferencing system in which people will share all sorts of ideas, feelings etc. Oral communication is more flexible. But, the drawback is that it lacks in proof or authenticity as it does not have the permanence of writing. It is heard and sooner or later forgotten.



b) Written Communication:

Written communication is essentially a creative activity. It is an activity that requires conscious and creative effort. In writing there are certain rules of grammar that have to be strictly followed. It has the advantage of providing records for further reference but its disadvantage is inability to get immediate feedback and is also a costly process. It costs a lot in terms of stationary, and the people involved in typing and sending out letters. Written communication can be done with the help of letters, reports, memos etc.



Non-Verbal Communication:

Man does not communicate through word alone, or only through writing, speaking and listening. There is another aspect of communication i.e. the non-verbal aspect. Non-verbal communication means the sending or receiving of message other than oral or written words. It is a communication in which transmission can be through facial expressions, body movements, gestures, voice tone/pitch, eye contacts, silence etc. Body language does not employ words and is therefore called non-verbal communication. Usually non-verbal communication occurs unconsciously. Our body language determines the meaning of communication to a large extent. Studies reveal that more than 65% of human communication is through non-verbal clues than through written or spoken words.



2. Formal Communication & Informal Communication:

All communication takes some way, or passage through some well defined, easily identifiable stages.

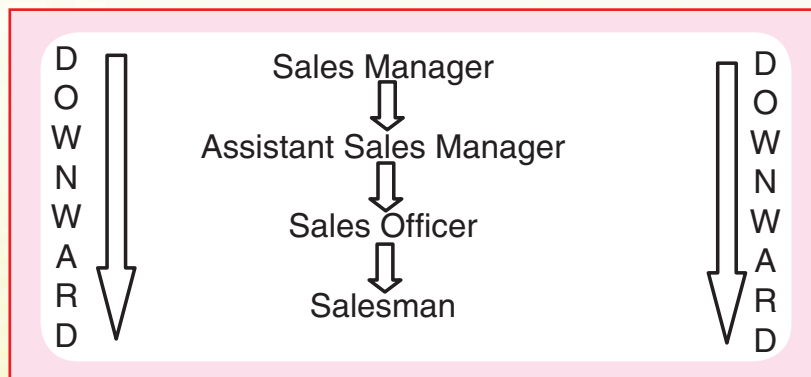
Formal Communication:

Formal communication can be defined as a means of communication in which certain rules, conventions and principles are followed while communicating message. It occurs in formal and official style. It is normally controlled by managers, or people occupying similar positions in an organization. This type of communication is structured on the basis of hierarchy, authority and accountability. Departmental meeting, conferences, circulars, news, interviews etc. are examples of formal communication. This is designed to ensure uniformity in dissemination of information and to ensure accountability. This may be downward, upward or lateral.



a) Downward Communication:

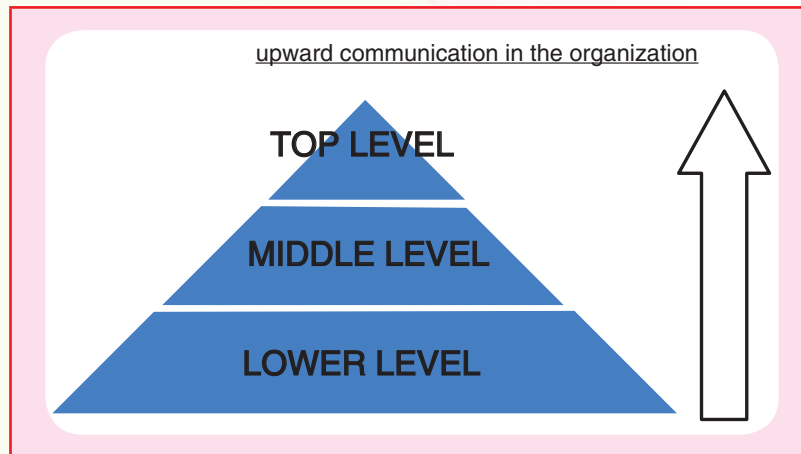
Any organization has an inbuilt hierarchical system, and in that, communication invariably flows downward. People operating at higher levels have the authority to communicate to the people at the lower levels. In short, downward communication refers to the flow of information from superior to subordinate in the organization hierarchy.



b) Upward Communication:

Upward communication is a process of information flowing from lower levels of hierarchy to the upper levels. The main function of this is to supply information to the upper levels about

what is happening at the lower levels. It is just the reverse of the previous dimensions. This type of communication is becoming more and more popular in organizations as traditional forms of communication are becoming less popular. Upward communication helps employees to express their requirements, ideas and feelings and for the top management, upward communication is an important source of information for business decisions. It helps in alerting top management about the requirement of changes in an organization.



c) Lateral or Horizontal Communication:

Lateral is the horizontal flow of message among colleagues. When communication takes place between two or more person who are subordinates working under the same person or those who are working on the same level, it is called lateral or horizontal communication.



Each form of communication has its own importance. To Dalman Fisher, “Downward communication commands and instructs, upward communication informs, lateral communication coordinates”.

Informal Communication: Informal Communication is relatively less structured and spontaneous communication arising out of day to day routine and meeting among peers. It is done by using channels that are in contrast with formal communication channels. In informal communication use of slang words/ foul language is not restricted. It is just a casual talk.

Unlike formal communication does not follow authority lines. This type of communication runs in

all directions – horizontal, vertical, diagonal. Examples of informal communication are conversation at lunch time, talks at functions and wherever people get together in groups.

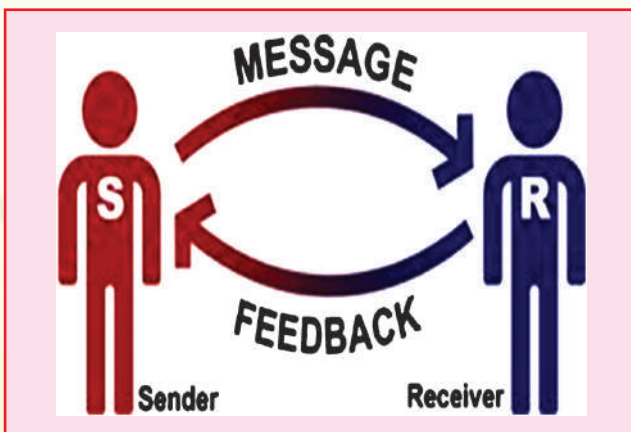


3. Inter Personal and Intra Personal Communication:

Interpersonal Communication: Interpersonal Communication is a communication that is taking place among two or more persons.

Intra Personal Communication: Intra personal communication is internal dialogue occurring within the mind of an individual. It may be clear or confused, depending upon the individual's state of mind.

If the individual's mind is in trouble and turmoil, the message will be unclear, vague and confused. On the other hand, if the mind is silent and still, the internal dialogue will become clear and perceptions of the individual will be more wide and broad. To convey a message in an effective way with desired effect, it is essential that intra-personal communication should be clear.



4. One Way Communication and Two Way Communication:

One Way Communication: One way Communication is characterized by absence of feedback from the receiver to the sender. Here role of the sender and the receiver are isolated, not interdependent. The sender conveys the message and the receiver has to make out the meaning on his own as there is

no scope for check back. The effectiveness of this way of communication depends upon the speaker's, inferential ability and the receiver's listening skill.



Two Way Communication: It involves active feedback from the receiver to the sender to ensure that the receiver has understood the same message which the sender intended to convey. This form of communication being more interactive and interpersonal, allows better mutual understanding.



Review Questions

I. Multiple Choice Questions:

- 1) Effective communication should be:
 - a. Clear
 - b. Contradictory
 - c. Ambiguous
 - d. All of the above
- 2) Oral form of communication includes:
 - a. Telegram
 - b. Telex
 - c. Telephonic conversation
 - d. All of the above
- 3) Informal Communication is relatively:
 - a. less structured
 - b. Spontaneous
 - c. Casual talk
 - d. All of the above
- 4) An example of verbal communication is :
 - a. Announcement
 - b. E-mail
 - c. Letter
 - d. Telegram
- 5) Upward communication refers to the flow of information from :
 - a. One colleague to another
 - b. Subordinate to Superior
 - c. Boss to junior
 - d. None of the above

3.7 Importance of Communication in Hotel Industry

Communication is a necessary condition of human existence and social organization. Good communication is important for establishing a long lasting relationship between a hotel and its guests.

World is changing fast, and with it every organizations is becoming more and more sophisticated. Communication is necessary condition of employee and organizational existence. Most of the management problems arise because of lack of effective communication. If the communication system is properly devised the chances of mis-representation or misunderstanding are minimized. If the hotelier is not aware of the relations and feelings of their subordinates and guests, their planning will collapse and numerous obstacles will crop up. Good communication is important for establishing a long lasting relationship between a hotel and its guests. Without effective communication, organization cannot perform well, management cannot discharge its functions smoothly and the whole business is reduced to a standstill. It helps to resolve various issues and problems. Thus, effective communication matters a lot to satisfy and please guest. The importance of communication in hotel industry is evident from the following points:

1. Developing Plans:

To run a hotel or any organization effectively, managers need information from all departments. Based on this information planning and distribution of work takes place for example, having an information about expected arrivals or departure of the day, VIP in house and their relevant details enables the manager to prepare the duty roster and assign duties to employees accordingly. Good communication therefore leads to effective planning.

2. Establishing and Dissemination of the Goals:

Communication is essential for efficient and successful working of an enterprise. Through communication healthy and conducive environment is created. Organizational goals and objectives are communicated to the employees and various resources necessary for their accomplishment are co-ordinated.

3. Lack of Communication:

The communication failures often prove costly for an organization. Lack of information or delay in receiving message affects the performance of work. It indirectly create low morale among the employees and affect productivity and production. For example, Delay in VIP arrival information to various departments employees would result in depriving the guest from receiving special services.

4. Organizing Human and other Resources:

Effective communication helps in planning and organizing work appropriately. Depending upon the requirement of work, numbers of employees are assigned and required inputs in the form of various resources are provided to them. Proper transmission of message positively affects human planning and proper resource allocation. For example, having an information about number of expected arrivals and guests In-house helps executive chef to do indenting accordingly in order to avoid over production or under production.

5. Controlling Performance:

Communication is especially essential in controlling performance. Lack of communication causes failure in work performance. Communication between various department heads and specialists with varied allegiances and assumptions results in exchange information and overcome various flaws that influences the productivity of the work.

6. Job Satisfaction and Enrichment:

Bad communication results into illusions and misunderstanding among employees and executives. As a result their behavior becomes defensive and consequently leads to low morale, low satisfaction and low productivity. Effective communication overcomes illusion and misunderstanding among people at work. It contributes to greater co-operation among them, enhances their moral and job satisfaction and provides enrichment to their quality of life.

7. Building Co-ordial Relationship with External Parties:

Effective communication is not only essential for uninterrupted working of an organization, but also for maintaining good relations with external parties such as customers, suppliers, trade unions and agents etc.

8. Defect free Product Quality Services:

These days hotel industry is believing and emphasizing on providing defect free products and quality services to their guests. To provide zero –defect product and quality service, it requires proper and healthy communication of company with customers.

9. To Meet Changing Demand:

In the era of rapid advancements the technology and accelerating rate of obsolescence, the organizations have to continuously learn and innovate. For this, it is essential that they share and gain required knowledge from employees of other organizations. For acquiring and spreading of information and knowledge, communication is essential.

10. Taking Decisions:

Most of the time, manager needs to make important decisions. And, this is only feasible when the required information is available. After going through the information and studying various available options, suitable alternative can be chosen. Thus, good communication plays an essential role in decision making by providing related information.

11. Leading, Directing and Motivating:

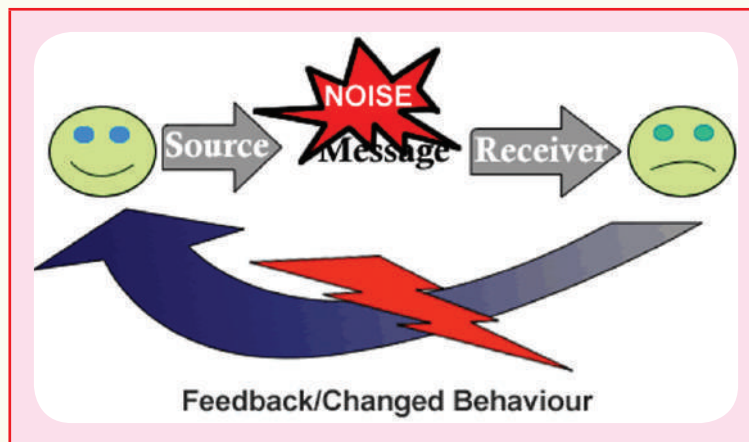
For the process of leading, directing and motivating communication is required. A good leader or a manager has to lead, direct, motivate and create a climate in which people want to contribute their best and this can be done by making them talk and allowing to share and receive ideas. It helps to raise the morale of the employee and increases its productivity. As a leader, the manager has to influence the behavior of his subordinates so that they willingly perform work. Unless the effective communication is there, he cannot influence and inspire employees.

Review Question

I. True or False :

- a) Interpersonal communication is critical to front desk personnel.
- b) Communication plays a vital role in the efficient functioning of hotels.
- c) Bad communication results in Job enrichment.
- d) Communication failures often prove costly for an organisation.
- e) Vertical flow of communication is called Lateral Communication.

3.8 Barriers to Communication



Communication is complete and perfect when the receiver understands the message in the same sense and spirit as the communication intends to convey. Here, idea and information reached to and responded by receiver remain unaltered and undistorted. But practically it has been noticed that such perfect and complete communication does not take place because of certain obstacles or other factors known as communication barriers.

There are innumerable instances of miscommunication, mal-communication, incomplete communication, misconstrued communication and so on. Managers often complain about communication breakdowns as one of their most important problems. Specialists in the field have made serious studies regarding these problems and come up with useful insights into what have widely come to be known as 'barriers' to communication. Barriers make the communication incomplete, unforceful and ineffective.

Proper identification of these barriers is as important and imperative as diagnosis of ailment for its remedy. As the process of communication involves sender, channels and receiver, the problem of communication usually lies with either one or more of them. There may be certain flaws in encoding and decoding the message, the channels used may be defective as faulty. Many obstacles obstruct the free flow of communication. These obstacles /hurdles which may convey incorrect meaning, or prevent a message from being communicated entirely may be categorised into the following groups.

- 1) Semantic Barriers

- 2) Physical Barriers
- 3) Organizational Barriers
- 4) Psychological Barriers

1) Semantic Barriers:

Communication is primarily concerned with the transmission of meaning. Any problems arising from the expression/transmission of meaning are called semantic problems or barriers. These are concerned with problems and obstructions in the process of encoding and decoding the message into words or other impressions. The use of different languages, different interpretations of different words and symbols, poor vocabulary and poor grammatical knowledge are some of the semantic barriers.

- a) **Different Languages:** Where there is no common vehicle to convey ideas wrong interpretation can be done by the receiver. Those organizations having no common language this is an obvious barrier. This problem is more acute in culturally diversified organisations and multinationals.
- b) **Usage of Jargon:** During communication, the sender might use jargon, abbreviation or overly complicated terms and sentences. Usage of such terms may convey meaning to a limited group or might be incomprehensible to large segment of receiver.
Example: Use of terms in hotel industry like MOP, EDA, EDD, OOO, HWC, DND, EP, CP, AP, MAP, B and B and so on. Which are common for an hotelier but are incomprehensible to a person who does not belong to the hotel industry.
- c) **Words and Symbols:** Words and symbols used have several meanings depending upon the context in which they are used. Unless the context of words and symbols used is known the receiver may misinterpret them because of preconceived ideas.
- d) **Poor Lack of Vocabulary:** Lacking of proper words hinders the communicator to convey written or verbal message in right sense. One must aim at simplicity, clarity and brevity of the used words so as to minimize the chances of different interpretation. If the inappropriate and inadequate words are used, they will not make clear the idea to be communicated.

2) Physical Barriers:

Unfortunately communication is very often affected by various physical barriers. Some of the physical barriers are noise that occur primarily at the transmission level, distance between sender and receiver, unrestricted flow of information, and many more.

a) Noise:

The word 'noise' means "Interference that occur is a signal, reduces the clarity and effectiveness of communication and prevents receiver from hearing sound properly".

It may be physical or psychological, written or visual. Noise distances the persons communicating therefore, the first major physical barriers to communication. In hotel industry for example in engineering plant area and kitchen area where there are running motors, engines and machines making constant loud noise, oral communication becomes difficult. Use of heavy kitchen and housekeeping equipments bound to interfere with employees' conversation.

Noise is not just all this. Its wider connotations include many other factors that are likely to hinder communication. And these factors may exist at the level of the sender as well as that of the receiver. For example, on the sender's part encoding may be faulty because of the use of confusing or ambiguous symbols. And at the receiver's level reception may be inaccurate because of inattentiveness. Similarly mental trouble and turmoil affect the receiver's listening and understanding the message (Psychological noise).

Bad handwriting and incorrect typing irritates the reader not to speak of understanding the contents (written noise). The late arrival of employee results in distraction of superior's attention (visual noise).



b) Improper Time:

Improper timing of communication also hinders the process of communication, e.g. delegation of work at end of the day and to be executed on an urgent basis, may cause resentment in the employee who was ready to leave for his home.

c) Distance:

The distance sender and receiver acts as barrier is the communication process as the sender has to speak loudly to convey the message. Wider the gap, communication becomes ineffective. It can be overcome by the proper use of telephone, fax machines etc.

d) Information Inadequate or Overloaded:

Inadequate information falls short to convey the message and unrestricted flow of information becomes another barrier. It distracts the reader's attention and dilutes the theme of message.

It is imperative that information should be adequate, neither less than desired nor more than warranted. If this is not so, it fails to serve the purpose of communication.

In this way we see in physical communication barriers, noise is not just one single factor but a whole range of factors rolled into one big barricade that we must make every effort to overcome.

3) Organizational Barriers:

For the development and growth of an organization it needs to overcome number of organizational barriers. Organizational barriers raise number of conflicts and create hurdles in the growth of an organization. Some of the organizational barriers are:

a) Goal Conflicts:

Various units and sub-units in an organization internalize their own goals, leading to splitting or bifurcation of interests. This internalization of sub-unit goals leads to goal conflicts while communication can be a conflict-reduction mechanism. Conflict acts as a communication reduction mechanism. When two parties are in conflict, Communication is minimal. When people start competing for the fulfillment of their narrow sectional interest a number of barriers to communication arise.

b) Rules and Regulations:

Organizational rules and regulations may restrict the flow of messages and act as hindrance in the communication process. Sometimes it happens that important messages are omitted or manipulated. Observance of rigid rules and regulations relating to communication causes delay of message and discouragement to employee is conveying their creative and innovative ideas. On the other hand, where such rules and regulations are flexible and communication is free, employees feel encouraged and motivated to come up with new ideas and opinions.

c) Hierarchical Relationship:

Hierarchical, formal boss subordinate relationship in organization structure also restricts the free flow of communication specially is upward direction. The greater the difference in hierarchical position, the greater is the communication gap between employees and executives.

d) Insufficient Period for Adjustment:

The management of the hotel may decide to change employees' shift timings, an employee's transfer to another department, changed in type or order of work, decision regarding the skills to be used and so on. Now, the management decides to send communications regarding further training, career adjustment etc. People respond to change in different ways, and they require their own time to think about the full meaning, implications and consequences of the message. It is, therefore, important to give them sufficient time. Only then the communication will be effective.

e) Offensive Style of Communication:

The greatest barrier to communication is quite often the style of communication used by manager. When a manager sends a message in such a way that the workers become defensive he/she contributes to the negative factor of poor inter-personal relationship. And if the relationships are already strained, any offensive style adopted by the manager is bound to lead to communication breakdown.

f) Non-conducting of Staff Meetings:

To overcome communication barrier certain organizations conduct staff meetings to know the grievances and suggestions of employees. In organizations where such meetings are missing, free flow of communication is interrupted and the communication gap widens.

g) Choosing Wrong Channel:

There are many medium and channels of communication available, like one to one, oral, telephonic,

E-mail, and audio visual. Each channel is not ideal and perfect in every situation. Depending upon requirement of communication channel should be selected. Proper and full transmission of message widely depends upon the choice of channel of communication.

4) **Psychological Barriers:**

Psychological barriers arise from motives, attitudes, opinions, emotions, social values, place in the society and status, different perceptions, etc. All these factors deeply influence one's ability to communicate both as a sender and receiver, both in encoding and decoding the messages. These create a psychological distance, cause misunderstanding among people at work and hinder the communication process.

a) **Selective Perception:**

It means that the receiver selectively see and hear depending upon their needs, motives, experience, background and other personal characteristics.

Our sensory receptors have their own limitations. As a result we perceive not the whole spectrum, but few selective symbols. Because, of our selective perception, we cannot communicate properly. It results into misunderstanding and misinterpretations and makes communication ineffective.

b) **Emotions:**

Encoding and decoding of messages depends to quite some extent on one's emotional state at a particular time. Extreme emotions, like jubilation or depression, are likely to hinder effective communication. Positive emotions such as love, affection and compassion smoothen the flow of communication where as negative emotions such as hatred, anger, anxiety obstruct the communication process. Therefore effective communication requires a soothed heart and a silent mind.

c) **Poor Retention:**

Human memory cannot store everything. Depending upon one's mental makeup there is a necessity of repeating the message using several channels. Therefore organizations often use more than one medium to communicate the same message.

d) **Poor Listening:**

Poor listening causes serious problems in communication. Most of the people just hear, do not listen attentively. If they listen, they listen only the desired part and ignore the undesired part of the message. These poor listening retards the communication flow and prevents the understanding of the real meanings.

e) **Egotism:**

Egotism diametrically opposite to transmission of understanding. The self-centered persons think that their own ideas are more important and others are wrong. Such people are bad listeners. If a person wants other people to understand him, he has to understand them.

f) **Hasty Evaluation:**

There are too many talkers and too few listeners. The importance of listening has already been highlighted. But even then problems to keep cropping up owing to poor listening and hasty evaluation. The moment we try to evaluate, we stop further message visible to own sensory receptors. As a result, effective communication does not take place because of premature evaluation.

g) Attitude:

If the superiors are afraid of delegating authority and lack of confidence in them as well as in their subordinates, they will obviously try to conceal or filter the information. They intentionally do so to twist the situation to their favour or to mask their weaknesses. And, if the attitude of subordinates include their inferiority complexes, unwillingness to share information and fear of action. These become obvious barrier to communication and communication becomes ineffective.

Review Questions

I. Match the Following:

- | | |
|---------------------------|---------------------------|
| a) Semantic Barrier | i) Distance |
| b) Physical Barrier | ii) Decoding |
| c) Psychological Barrier | iii) Use of jargon |
| d) Organizational Barrier | iv) Egotism |
| e) Encoding | v) Choosing wrong channel |

II. Define the following:

- Semantic Barrier
- Physical Barrier
- Organizational Barrier
- Psychological Barrier

3.9 Summary:

Communication is the activity of conveying information through the exchange of thoughts or messages as by speech, visuals, signals, writing and behavior. Communication requires a sender, a message, and a recipient, although the receiver needs not to be present or aware of the sender's intent to communicate at the time of communication, thus communication can occur across vast distances in time and space. Communication requires that the communicating parties share an area of communicative commonality. The communication process is complete once the receiver has understood the message of the sender. There are various types of communication such as Verbal Communication, Non Verbal Communication, Upward Communication, Downward Communication, etc. Sometimes these types of communications get affected by different communication barriers that lead to make it imperfect or incomplete.

3.10 Practical Activity

- ❖ Role play and identification of the type of communication involved in the below mentioned situations by the students:
 - 1) Telephonic conversation between two friends.
 - 2) Circular taken out by the Front Office Manager.
 - 3) Person thinking in his mind and talking to himself.
 - 4) Group discussion among two or three persons.
 - 5) Instructions given by a Boss to his Junior.
 - 6) Suggestions given by a Subordinate to his Senior about the improvements required at the work place.
 - 7) Person transmitting message through facial expressions or gestures.
- ❖ Alone, or in group of five, make a list of the kinds of communication that you consider helpful and those you find causing hindrance while performing a work.

UNIT-4

Grooming and Hygiene

Contents

- 4.0 Unit Overview and Description
 - ❖ Overview
 - ❖ Knowledge and skill outcomes
 - ❖ Resource Material
 - ❖ Learning Outcomes
 - ❖ Assessment Plan
- 4.1 Introduction
- 4.2 Importance of Personal Hygiene
- 4.3 Importance of Grooming
- 4.4 Grooming specifications for Men
- 4.5 Grooming specifications for Women
- 4.6 Summary
- 4.7 Practical Activity

4.0 Unit Overview and Description

This unit will make the students to comprehend the importance of Personal Hygiene and what role does Grooming plays in Hotel Industry and one's life. It will help in understandings the basic grooming specifications for men and women both.

This unit will impart following knowledge and skill:

- ❖ Develop the capability to state the importance of Personal Hygiene
- ❖ Outline the importance of grooming and how it reflects ones personality
- ❖ Understand the Grooming specifications for men
- ❖ Recognize the standards of Grooming for women

Resource Material:

Hotel Front Office Training Manual: Sudhir Andrews
Front Office Management & Operations: Sudhir Andrews
Front Office Operations & Management: Rakesh Puri
Hotel Front Office Operations & Management: Jatashankar R. Tiwari
Front Office Management: Sushil Kumar Bhatnagar

Learning Outcomes:

Unit-4 Grooming and Hygiene	Outcomes
4.1 Introduction	General Overview
4.2 Importance of personal hygiene	The student will understand : ❖ The meaning of Personal hygiene ❖ Requirement of personal hygiene ❖ Different types of hygiene ❖ Various misconceptions related to it ❖ People considerations
4.3 Importance of grooming	You will be able to describe: ❖ The meaning of Grooming ❖ Significance of Grooming ❖ It's affect on the quality and efficiency of the work of an employee
4.4: Grooming specifications for Men	You will be able to list and comprehend: ❖ The grooming standards of hospitality industry ❖ The various grooming specification for Men ❖ Different ways of making pleasing personality
4.5: Grooming specifications for Women	You will be able to list and understand: ❖ The grooming standards of hospitality industry ❖ The various grooming specification for Women ❖ Type of make up to be worn ❖ Use of accessories

Assessment Plan: (For the Teachers)

Unit	Topic	Assessment Method	Time Plan	Remarks
4.1	Introduction	Question & Answer		
4.2	Importance of personal hygiene	Question & Answer		
4.3	Importance of grooming	Question & Answer		
4.4	Grooming specifications for Men	Question & Answer		
4.5	Grooming specifications for Women	Question & Answer		



4.1 Introduction

Hotel industry expects high level of personal grooming and hygiene from all employees which complement the facilities of the hotel. Feeling and looking good are important to each employee's emotional and physical well being. Presenting in a tidy appearance towards the customer represents highest standards of services. The most important aspect of maintaining good health is good personal hygiene. Personal hygiene which is also referred to as personal care includes bathing, showering, shaving, caring and cleaning of teeth and gums etc. Personal hygiene involves proper care of body by keeping it clean and healthy while allowing you to look confident and feel at your best. It is also a highly effective way to prevent the spread of germs and keep protected from various illness and infection.

Review Question

I. State True or False :

- Hotel industry demands high level of personal grooming and hygiene.
- Feeling and looking do not affect employee's emotional and physical wellbeing.
- Personal hygiene is also referred to as personal care.

4.2 Importance of Personal Hygiene

Personal hygiene refers to the cleaning and grooming of the body. In addition to improving appearance, personal hygiene is an important form of protection against disease and infections of all kinds. Understanding the importance of personal hygiene allows people to make decisions about how to take care of their health and appearance. It promotes the physical and emotional well being of the individual.

Purpose:

The main purpose of personal hygiene is to prevent illness and improve appearance, but hygiene also plays an important role in social acceptance and can either improve or hinder an organization's image and person's reputation in social situations. Bad breath, body odor and an unkempt appearance, for example, are often considered undesirable and can give a bad first impression to guests, peers, acquaintances and potential mates.

Types:

Personal hygiene covers a wide variety of separate actions, such as shaving, bathing and wound care. Hand washing should occur before preparing food and after using the toilet or touching an unhygienic substance. Other situations that call for hand washing include eating and handling dirty or germ-infested items such as soiled dusters, napkins etc.

Oral hygiene or the process of caring for the teeth and gums is vital for optimal health and attractiveness. Regular face and hair washing, application of deodorant, and the use of soap and feminine hygiene products are other important aspects of personal hygiene to consider.

Misconceptions:

While many items are marketed as personal hygiene products, some have little effect on actual cleanliness. Perfume, cologne, hairspray and cosmetic products such as makeup do not play a role in maintaining hygiene and should be considered optional products tied to grooming.

Considerations:

Each person has slightly different standards and ideas about personal hygiene. Individual practices can vary greatly depending on factors such as a person's upbringing, personal preference, lifestyle and culture. While personal hygiene is important for maintaining public health and preventing disease.

Review Questions

- I. What do you understand by hygiene?
- II. What is the main purpose of personal hygiene?

4.3 Importance of Grooming

'Grooming' is a fairly arbitrary term, and the meaning is culturally defined and varies. Good Grooming is an essential part of personality and related to person's appearance. Daily bathing, clean hair, shaving, moderate make-up, clean clothing, lack of odors, oral hygiene, trimmed finger and toe-nails, appropriate clothing are common things that are generally expected. Though the implication is that one's grooming practices conform to the prevailing cultural norm in the hospitality industry.



There is a great significance of grooming with regard to personality of an employee. Well groomed employee feels confident and always gains a respect by other employees or guests. Grooming is important because an in attention to personal grooming (whatever the prevailing standard is deemed to be) is a frequent symptom of cheerfulness and depression therefore a useful clue for spotting problems. A total lack of concern for hygiene and grooming can suggest any number of underlying issues, and a diminishing concern is certainly something to watch for in treating a person suffering with problems.

Obviously, appearance is not the be all, but still it plays a significant role. However, it is frequently realized that a filthy employee always rescue himself from various works related with guest dealing where as an impeccably groomed and attired person is necessarily functional and efficient. Hence, there are many factors that contribute to feeling and looking good.

Review Questions

I. True or False :

- Good grooming is not an essential part of personality.
- Shaving and bathing comes under Personal hygiene.
- Perfume, cologne, hairspray and cosmetic products are optional products tied to grooming.
- The main purpose of personal hygiene is not related to prevent illness.
- Presenting in a tidy appearance towards the customer represents highest standards of services.

II. Why high level of personal grooming is expected from employees in the hotel industry?

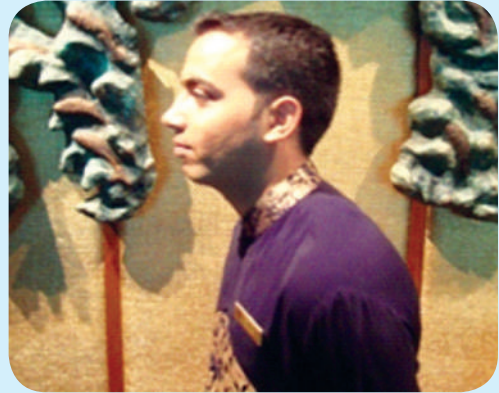
4.4 Grooming Specifications For Men



Hair :

Hair should be conservative and well maintained, short and neatly cut

- ❖ Men must have short well-combed hair.
- ❖ Should not extend or touch the collar of the shirt.
- ❖ Should not extend over the ears.
- ❖ Should not fall on forehead.
- ❖ Should be neatly combed, not oily, not permed and no sign of dandruff falling from the hair.
- ❖ Only conservative hairstyle permitted.
- ❖ Do not use unnatural hair-colours e.g. green, blue, unnatural blond etc.
- ❖ Avoid excessive use of hairsprays and gels, as they can make the hair look stiff and unnatural.
- ❖ Hair should be brushed before going on duty.
- ❖ No long side locks.



Face:

- ❖ Take a bath daily.
- ❖ Teeth should be brushed and the breath must be fresh. This can be achieved by cleaning the teeth regularly.
- ❖ Use breath freshener if necessary.
- ❖ Earrings are forbidden for male staff.
- ❖ Always wear a smile.

Facial Hair:

- ❖ Clean shaven with no sign of stubble.
- ❖ Moustaches neatly trimmed, should not cover upper lip.
- ❖ Beards only permitted as part of religious sentiments, wear a net over it.





Hands:

- ❖ Fingernails should be kept clean, neatly trimmed, and smooth to prevent injury to skin.
- ❖ Nails neatly trimmed, cut square and close.
- ❖ No dirt under fingernails. No nicotine, carbon, ink stains on the hand.
- ❖ No chewed nails.
- ❖ Trimming the nail too short cause ingrown nails that can be painful and cause infection.
- ❖ Only one simple ring on any one hand.
- ❖ No bracelets or bands to be worn on the wrist (except for religious reasons).
- ❖ Watches should be conservative and not flashy or too large.
- ❖ Simple and Small dialed watch to be worn.
- ❖ Metallic strap should be gold or silver.
- ❖ Leather strap should either be black, brown or tan.

Uniform:

Uniform should be immaculate, spotless, well ironed.

- ❖ Clean and well pressed uniforms must be worn.
- ❖ The shirt should always be buttoned at the cuff. The sleeves should never be folded back.
- ❖ Cuff links, if worn, should be simple and small, not more than 1.5 cm in diameter.
- ❖ Cuffs and collars to be stain free and clean.
- ❖ No loose threads or broken buttons.
- ❖ Contact Housekeeping Uniform Linen Room if mending is required.
- ❖ Change your uniform regularly at Housekeeping Linen Room.
- ❖ Clean name badge worn on left side above pocket and display eminently.
- ❖ Contact HR Department if your name badge is damaged or lost.
- ❖ Belts should be plain black or brown, not cracked or dull, simple non flashy buckle, not more than 1.5" wide.
- ❖ Change your socks daily.
- ❖ Always wear a vest.

Feet:

- ❖ Toenails must be kept clean, neatly trimmed, and smooth to prevent injury to skin.
- ❖ Uniform shoes, if given, should be worn and well polished.
- ❖ Shoes should be brown or black, depend on company's policy.
- ❖ Shoes should be well polished at all times, and should be in good condition.
- ❖ Socks to match the colour of the shoes or trouser, and should not fall around the ankles.
- ❖ Ensure that shoes are clean and polished before going on duty.



Body Odour:

- ❖ There can be body odour throughout the shift. Use a deodorant or mild perfume to avoid the smell or sweat.
- ❖ Deodorant/antiperspirant, perfume, eau de toilette cologne may be used but not so much that it is offensive.
- ❖ Aftershaves used should be mild and not overpowering.

Smoking and Mouth Odour:

- ❖ If you are a smoker, after smoking during your break, gargle and use a mouth freshener before coming on the duty.
- ❖ Do not eat strong smelling food before coming on the duty (like onion, garlic etc.).
- ❖ For those unavoidable items, keep a bottle of mouthwash handy.
- ❖ Do not chew gum while on duty.



Other Details:

No mobile phone to be carried on duty

- ❖ Check your appearance in a mirror in the locker rooms before going on duty.

Review Question

I. Match the column :

Column I

- a) Hair
- b) Deodorant
- c) Face
- d) Shoes
- e) Mouth freshener

Column II

- i) Smile
- ii) Mouth odour
- iii) Short
- iv) Sweat
- v) Well polished

4.5 Grooming Specifications for Women



Hair:

Hair should be neat, well styled and should appear professional

- ❖ Short hair should be trimmed regularly, neatly combed from the face and pinned if required.
- ❖ Shoulder length hair can be left loose but should be neatly pinned to keep away from face.
- ❖ Hair longer than shoulder length should be cut straight evenly and tied/bundled at the nape of the neck in bun/French roll or plait.
- ❖ The bun must be secured at the back of the head or slightly above the nape with a black net.
- ❖ Permed and curly hair should be kept neat and restrained.
- ❖ Do not use vivid coloured clips or hair bands.
- ❖ Hair should be clean, non- greasy, free of oil, unnatural hair-colours e.g. green, blue, unnatural blond etc.
- ❖ All length of hair should be kept neatly combed and in place at all times.



Face:

- ❖ Take a bath daily.
- ❖ Teeth should be brushed and the breath must be fresh. This can be achieved by cleaning the teeth regularly.
- ❖ Use breath freshener if necessary.
- ❖ Always wear a smile.



Make up:

- ❖ Make up should not be loud.
- ❖ Always wear simple and basic make-up on duty.

Basic make up includes:

- ❖ If make-up is worn it should be light and natural-looking.
- ❖ Light cosmetics with colours that complement the uniform and skin tones may be worn.
- ❖ Appropriate foundation suited to each skin type should be used to give the face a matt finish and avoid sheen.
- ❖ Lipstick of a suitable colour must be worn at all times.
- ❖ Colour of a lipstick should be appropriate to the dress worn, neatly put on and ensure that it's on throughout the shift.
- ❖ Colour of lipstick can be maroon or brown depending on complexion.
- ❖ Bright lipstick colors should also be avoided.
- ❖ Eyes lined subtly, eye shadows, if used, to be subtle.
- ❖ Avoid vivid colors, like bright blues or violets around the eyes.
- ❖ Eyeliner to be thin, straight and applied neatly.
- ❖ While using blusher make sure it does not look too dramatic.
- ❖ Simple bindi to be used for those using a sari.
- ❖ Eyebrows should be well shaped.
- ❖ The overall effect to be one of freshness and not overpowering or dramatic.

Hand Care:

- ❖ Hands should be waxed, if fine hair, then bleached.

Nail Care:

Nail should be well maintained and clean.

- ❖ Ensure nails are neatly cut, shaped and clean.
- ❖ In case of long nails, must be well shaped and enameled.
- ❖ Nail Polish, if used, should be of a light, neutral and pastel shade. Absolutely no chipped nail polish will be tolerated on duty.
- ❖ There should be no dirt under nails, no carbon or other stains in the hands.
- ❖ Excessively long nails are not allowed.
- ❖ Toenails should be short and maintained clean.
- ❖ Toenail polish should match finger nail polish and should not be chipped.

Appropriate Attire: *for women*

Dress Professionally:

- Always on the conservative side - neat and clean
- No thigh-high skirts in the business world!
- No jewelry and make-up that are distracting!
- No excessively long fingernails and use subtle colors!
- Go easy on the perfume!



Uniform:

Uniform should be Immaculate, Clean, without creases or stains.

- ❖ Dress assigned or given by the establishment to perform duty should be clean and well ironed.
- ❖ Should be in good form and free from ink or other stains.
- ❖ If sarees are as uniform, must be draped and pinned well and blouses made as per linen room specification.

Accessories:

Accessories should be Conservative and Elegant.

- ❖ Minimum amount of jewellery should be worn on the duty.
- ❖ One thin gold chain in the neck.
- ❖ Only one set of small earrings, either pearl or plain gold studs. Dangling, flashy or large size not permitted.

Hand Accessories:

- ❖ Only one ring on each hand, rings should be sober, conservative and not too large.
- ❖ One or two thin bangles, either of gold or silver, permitted.
- ❖ One thin gold or silver chain.
- ❖ Watches should be conservative and not flashy or too large.
- ❖ Simple and Small dialed watch to be worn.
- ❖ Metallic strap should be gold or silver.
- ❖ Leather strap should either be black, brown or tan.
- ❖ No anklets, necklace or chokers while on duty.
- ❖ Anklet or toe rings not to be worn on the duty.



Footwear:

- ❖ Where specific footwear has been provided, they should be clean, well polished and in good condition when worn.
- ❖ Where the employees are not given footwear as part of their uniform, they should wear appropriate footwear with a minimum of 1 inch heel.
- ❖ No court shoes with sarees and no fancy coloured footwear on duty.
- ❖ If stockings are worn, they should not be laddered.
- ❖ Females must wear appropriate stockings with shoes or bellies.

Body Odour and Perfume:

- ❖ There should be no body odour throughout the shift. Use a deodorants to avoid the smell of sweat.
- ❖ Deodorant/antiperspirant, perfume, eau de toilette cologne used should be mild not offensive and overpowering.

Smoking and Mouth Odour:

- ❖ If you are a smoker, after smoking during your break, gargle and use a mouth freshener before coming on the duty.
- ❖ Do not eat strong smelling food before coming on duty.
- ❖ For those unavoidable items, keep a bottle of mouthwash handy.

Other details:**No mobile phone to be carried on duty**

- ❖ Check your appearance in a mirror in the locker rooms before going on duty.

Review Questions**I. Fill in the blanks :**

- a) Antiperspirant or perfume used should be _____.
- b) _____ amount of jewellery should be worn on the duty.
- c) Uniform should be free from _____.
- d) Make-up should be _____ and _____.
- e) Long hair should be _____ at the nape of the neck.

II. What are the basic grooming standards of Front office staff?**4.6 Summary**

Grooming is much more than keeping clean and putting on a fresh set of clothes every day. It's an attitude, a disposition, a positive sense of self that radiates from within. Most important, it's what can mark the difference between languishing in a dead end restaurant or hospitality job and promotion to a position of increasing responsibility and reward. The nature of work involved requires a lot of physical activity. Thus, it is essential that all the employees should take extra care of their health and hygiene. Personal hygiene is essential part of personality and personal appearance. It is vital to remember at all times that first impression counts. Customers do not want to frequent an establishment where the employees do not look after their personal standards of grooming. It would not be pleasant to be served by someone who has been poorly groomed or who exhibit poor personal hygiene.

4.7 Practical Activity

- ❖ Role plays by students on the grooming standards of the following staff:
 - 1) Grooming standards of Chauffer evaluated by Bell captain.
 - 2) Grooming standards of Bell boy evaluated by Lobby Manager.
 - 3) Grooming standards of Guest Relations Executive evaluated by Duty Manager.
- ❖ Imagine that you are the Front-office Manager of a hotel. What instruction would you give to your staff to ensure that they always look well groomed and in a presentable condition in front of the guest?

UNIT-5

Role of Computers in Hospitality Industry

Contents:

- 5.0: Unit Overview and Description
 - ❖ Overview
 - ❖ Knowledge and skill outcomes
 - ❖ Resource Material
 - ❖ Learning Outcomes
 - ❖ Assessment Plan
- 5.1 Introduction
- 5.2 Use of a Computer system
- 5.3 Computers in Hospitality Industry
- 5.4 Importance of Computers in Hotels
- 5.5 Limitations of Computer
- 5.6 Summary
- 5.7 Practical Activity

5.0 Unit Overview and Description

The main aim of this chapter is to make students acquainted with the definition of a computer and its uses. It will familiarize students with the role that computer plays in Hospitality Industry and how it has made the industry totally automated. This unit takes into account the importance of computers to Hospitality Industry (especially hotels) and its drawbacks and limitations.

This unit will impart following knowledge and skill:

- ❖ Able to understand the meaning of Computer
- ❖ Familiarize with the importance of computers to Hospitality Industry
- ❖ Describe the importance of computers in Hotels
- ❖ Enlist the various the limitations of computers

Resource Material:

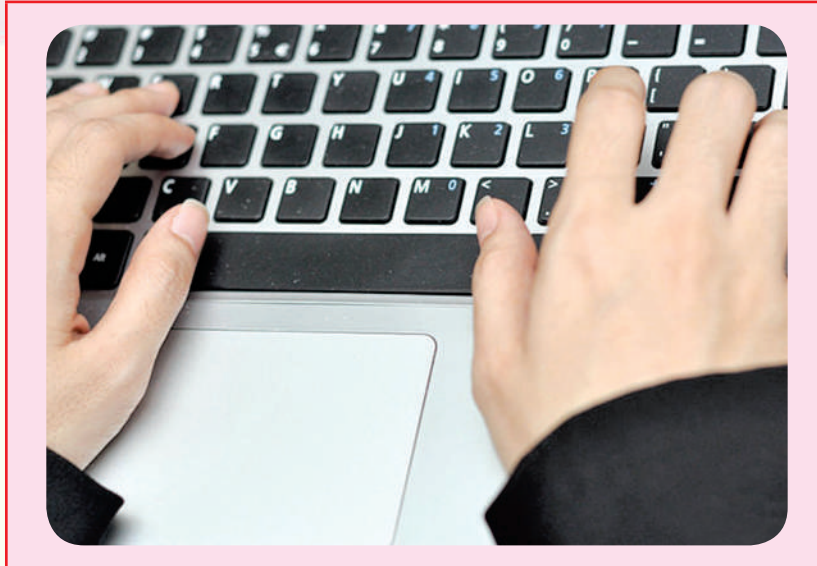
Hotel Front Office Training Manual: Sudhir Andrews
Front Office Management & Operations: Sudhir Andrews
Front Office Operations & Management: Rakesh Puri
Hotel Front Office Operations & Management: Jatashankar R. Tiwari
Front Office Management: Sushil Kumar Bhatnagar

Learning Outcomes:

Unit- 5 Role of Computers in Hospitality Industry	Outcomes
5.1 Introduction	General Overview
5.2 Use of a Computer system	This section details the: ❖ Characteristics ❖ Benefits in comparison to manual
5.3 Computers in Hospitality Industry	You will be able to determine: ❖ Different hospitality businesses using computers ❖ Role of computers in hospitality
5.4 Importance of Computers in Hotels	The student will understand: ❖ The various reasons of using computers ❖ Impact on operations ❖ Employees' efficiency and quality of work ❖ Inter departmental co-ordination
5.5 Limitations of Computer	This section will make students to recognize the: ❖ Various drawbacks of computer ❖ Absence of Human traits

Assessment Plan: (For the Teachers)

Unit	Topic	Assessment Method	Time Plan	Remarks
5.2	Introduction	Question & Answer		
5.2	Use of a Computer system	Question & Answer		
5.3	Computers in Hospitality Industry	Question & Answer		
5.4	Importance of Computers in Hotels	Question & Answer		
5.5	Limitations of Computer	Question & Answer		



5.1 Introduction

Developments in computing technology have radically altered the way in which multinational organizations, hotel chains and airlines operate their business. New methods of storage, organization, distribution, exploration and analysis of both product and customer data are having a major impact on hospitality industry business worldwide. The first hotel computers were installed during the 1960s, but they were cumbersome and expensive. Even in the later 1970s, it was estimated that a hotel needed to have 200 rooms or more to justify a computer.

The use of computerization in the hospitality industry has changed greatly over the past 20 years. The launch of low cost personal computers in the early 1980s started an explosion in the use of technology that is still continuing today. Computers have a profound effect on how hospitality organization transact their business and perhaps even on the structure of the industry itself.

Computers are almost completely universal, capable of doing all kinds of complex process. The simple tasks are combined in complex way to make the computer capable of performing complicated jobs. Computers deal with every kind of information from words to numbers to pictures and music.

Therefore, a **computer** can be defined in this way: “A fast and accurate electronic data manipulating device that’s designed to automatically accept and store data (input), process them and produce results (output) under the direction of a stored set of instructions/programs.”

COMPUTER stands for **C**ommonly **O**perating **M**achine **P**urposely **U**sed for **T**raining **E**ducation and **R**esearch.

Review Question

- I. Expand COMPUTER

5.2 Use of a Computer System:



The use of computer system can bring to an operation following characteristics that make them useful:

- a) **Speed:** Computers work at electronic speeds and can process thousands of transactions per second. As a result, large and complex tasks can be completed very quickly.
- b) **Accuracy:** Computers always do exactly what they are told to do. As a result, they do not make mistakes and all calculations are performed correctly.
- c) **Discipline:** Computers can perform the same tasks over and over again, and never get tired, bored or distracted.
- d) **Capacity:** Computers can process large amounts of data easily. As a result, they can perform more in-depth analysis and consider more variables than would be possible manually.

As a result of these 4 characters, the use of computer system brings many benefits when compared with manual procedures. Firstly, there is a reduction in the amount of clerical work that must be carried out. Many boring, repetitive tasks can be automated which makes employees' job more varied and fulfilling, thus helping to increase job satisfaction. The accuracy of the computer helps to reduce mistakes, which leads to increase guest satisfaction and better control over operations. Computers also increase productivity, therefore the same amount of work can be completed with less effort. This can be translated into cost saving by reducing staff numbers.

Computers are simply tools that can be used to automate manual procedures to increase efficiency and control. Computers are capable of storing and processing vast amounts of information. If it is stored on a single computer, the data is of limited use as it is isolated and can only be used by single person. It becomes much more powerful if it can be shared and accessed by many people.

Review Questions

- I. What do you understand by Computer?
- II. Enlist the characteristics of computer that makes it useful.

5.3 Computers in Hospitality Industry



Since computers have been commercially available, they have become a major factor in business operations. Computers have had a dynamic impact in all forms of business enterprise, including the hospitality industry. Today, most hospitality businesses in hotels, motels, food service, beverage operations and airlines are using computers to record, report, and analyze the effectiveness of internal operations. Initially, computer use was limited due to their high-cost specialized operator technical expertise and rather large requirement for floor space. Computers have evolved to the point that their cost, need of a specially trained operator, and space requirements are no longer major obstacles to their acquisition. Microcomputers are used extensively in all aspects of business operations rather than being limited to only chain operations or very large independent operations.

A majority of hotels now use computers in the areas of reservation, registration, guest history, guest accounting audit, and back office accounting. Similarly, most restaurants are using computerized point-of-sale terminals that control guest checks, kitchen orders, and guest payments. In addition, such a system stores a great amount of data, which can provide a range of averages, and ratios that can be used to evaluate such items as menu-mix analysis, average guest check, seat turnover, cost of sales analysis, and inventory control, to name a few possibilities.

Customers, Staff members and management benefit from a computer-assisted system. Inquiries from potential guests and their agents can be handled more efficiently, management has access to better forecasts and summaries, and the staffs is able to pay greater attention to the guest.

Review Question

- I. Mention any three hospitality businesses using computers.

5.4 Importance of Computers in Hotels



Computers give an edge in the very competitive accommodations' industry. The reasons why computers are important in hotels are that they help in becoming more organized. It helps in keeping all data at one place. There is no need to shuffle papers and logbooks anymore to find the important tally, schedule, or inventory. Additionally, searching for particular information would be a lot easier and faster with the use of the computer's search function. As far as the purely Front office applications are concerned, computers offer a number of significant advantages over manual systems. The vital functions performed by computers in the hotel are exhibited below:

1. A Further Reduction in The Number of Entries:

This arises because of the computer's ability to analyze information once it has been entered. Computer can store all entries throughout the duration of a guests's stay. This means that the tedious process of selecting and picking up the old balance can be eliminated. Since the guest's information is maintained electronically in the computer memory it is easy to use it again without repeating the task.

2. Multi-Tasking:

Computers are capable of 'multi-tasking' (i.e. running more than one kind of program at a time and following the operator to switch backwards and forwards at the touch of a key).

3. The Automation of Routine Process:

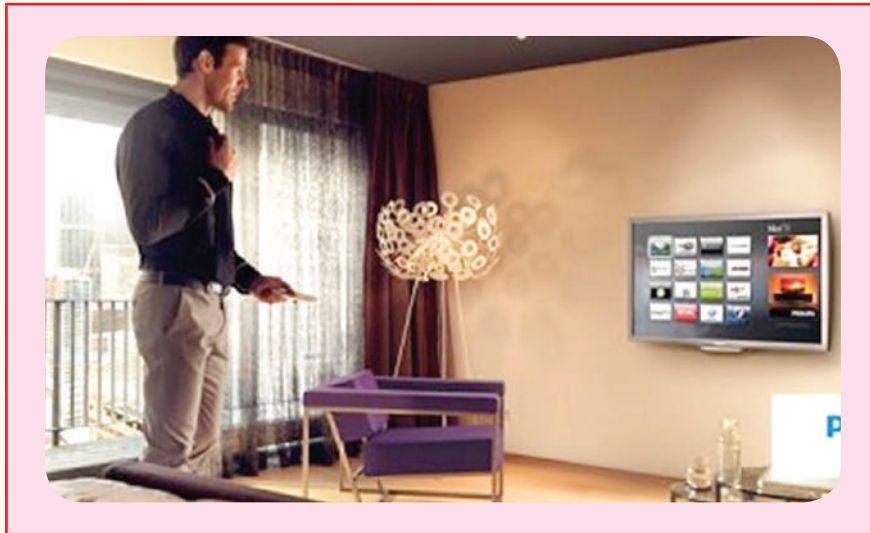
The computer can be programmed to make a whole range of necessary entries quite automatically. This means that nightly room charges need never be omitted again, and that complicated breakdowns of inclusive rates can be handled quickly and accurately.

It also means that the necessary updating of records can be handled automatically. When a guest arrives and is allocated a room as part of the check-in procedures, the room display is automatically

amended to indicate the fact. When guest checks out, the room is automatically shown as having been vacated and all the room total figures are altered.

4. Providing Information:

Computer gives detailed information of all guests staying or stayed in the hotel and information on various events that take place in the hotel based on the criteria selected by the operator, such as according to date of arrival, date of departure etc. A computer on other hand, can show you either a rooming list or an alphabetical guest list from the same set of registration entries, and it can go further and can perform various tasks depending upon operators need.



5. Preparing Guest History Card:

After the departure of the guest, systems allow a guest history file to be created if there is already such a file, this is updated automatically. In non-automated hotels this task is done manually by the front office staff. This file contains information related to guests' preferences, likes & dislikes, etc. so that hotel can provide them services accordingly.

6. Processing Speed:

Once data has been entered, the computer can process it very quickly. This applies to all the normal mathematical functions like addition and subtraction, which means that the long drawn out process of balancing the tabular ledger becomes a thing of the past, and that running totals of all guest bills can be maintained without difficulty.

7. Quick Search:

It also applies to most 'search and sort' activities, which means on the screen rather than to scan a manual room rack visually. Based on the guest's name typed it quickly searches guest details or tells which room a particular guest is in.



8. Reports Generation:

Computers are also programmed to generate various types of reports like: Expected arrivals and departures of the day, Guests In-house, VIP arrivals, Out-of-order rooms and so on.



9. Preparation of Statistics:

Since the computer can handle complex calculations without difficulty, based on the information available in the system a much wider range of statistics can also be produced. This facility allows exercising much tighter control with respect to overbooking, pricing and yield management decisions.



10. Even Greater Accuracy:

The computer's calculations will always be correct until and unless wrong figures are fed by an operator. Computers can also be programmed to check whether entries are within sensible ranges or not. It helps to inspire confidence. It also reduces the burden of rechecking the bills before presenting it to the guest. It processes information faster & more accurately than a manual system does.

11. Time Saving:

Computers have, in effect, successfully removed much of the time consuming drudgery present in duplication of work and in manual accounting system. It helps in saving time and definitely gives more time to focus on other business issues such as taking good care of customers. It increases the output of the work by 'picking up' deposits automatically that results to reduce the work burden and kinds of operating errors generally faced by an operator.

12. Exchange of Information:

This is the unique ability of computers to handle entries from a number of different departments simultaneously. Local Area Networking (LAN) of computers allows staff to post items to guest bills from a variety of POS (Point of Sale) terminals scattered throughout the hotel building, instead of having to send vouchers along to front office. It makes front office and other departments (i.e. Housekeeping, Food & Beverage and other) to exchange information. Networking has made necessary 'switching' operations to handle rapidly that from the operator's point of view were difficult to handle.

13. Self Check-in:

In some hotels for guest's convenience and to avoid waiting of check-in, self check-in computer terminals are installed that requires the guest to insert a credit card having a magnetic strip containing personal and financial data and answer a few simple questions concerning the guest stay. By using the self check-in machine upon arrival, it saves guest and staff's time and reduces the work pressure of the hotel staff.

14. Express Check-out:

ECO means the electronic mode by which the guests use the computer technology in a guestroom or a computer in the hotel lobby to check out from the hotel. By adopting this way of check-out, the hotel front office staff can reduce a lot of burden from their shoulders and can effectively deal with other guests. At the same time hotel guests also need not to stand in queue.

15. Retrieving Information:

With the help of computers, it has become quite easy to retrieve information related to guest or hotel. Details once fed in the system get stored in the computer's memory and can be used again and again.

16. Duplication of work:

Computers help to avoid the duplication of work by automatically picking up the stored information.

17. Storing Capacity:

Computer can store all entries throughout the duration of a guests stay. This means that the tedious process of selecting and picking up the old balance can be eliminated.

18. Reduction in the Number of Vouchers:

It is possible to connect the central computer to any number of point of sale (POS) terminals, so that charges can be directly 'inputted' to guest's folio by the departments concerned.

19. Easier Access to Bills:

With a computerized system, it is possible for guests to see their bills anywhere and at any time, as long as they have access to a TV screen.

20. Greater Details:

Computer gives full details of all guests including their date of Arrival, date of departure, credit status and whether there are any message waiting for them. For cashier it is also possible to generate a computerized bill showing the precise times at which various charges were incurred. This helps to reduce disputes.

21. Computerized Room Status Displays:

A computerized system does the same job as the manual room rack, but the information is stored in an electronic memory rather than on a rack physically located in Front office. This means that it can be consulted by anyone with authorized access to a keyboard & VDU (visual display unit) and changes can be made in the same way.

22. Quality of Work:

Quality of work performed by the front office assistant gets improved as they need not refer to various registers every time. Chances of mathematical calculations, assigning dirty vacant room, and providing wrong hotel information to the guest etc. get reduced. It helps in increasing the profitability of the business by making customer satisfied by providing him excellent and speedy services.

23. Updating Room Status:

The Computer keeps track of rooms through the registration process. It notes the room allocated and removes them from the list of those available for letting when the guest checks out, the computer adds the room to the list of those to be cleaned. Once this has been done, the housekeeper enters the fact, and the computer immediately adds that room to the list of those available for letting. All this is done without the need to prepare cards or slips which represents a considerable saving in clerical time.

All these mentioned points give an idea about the role of computers in the hotel industry and the various reasons why computers have been adopted so widely and so quickly in this industry.

Review Questions

- I. **Expand the following :**
 - a. POS
 - b. LAN
 - c. ECO
 - d. VDU
- II. **Questions :**
 - a. How computers are useful for big organizations?
 - b. Enlist the importance of computers in the hospitality industry.

5.5 Limitations of Computer



Nevertheless, Computers are not yet perfect. Computer systems still have certain drawbacks. All hotels are not satisfied with their decision of installing computers. These problems will no doubt be reduced or eliminated with time, but at the moment they consist of the following:

1) **Prone to Breakdown:**

The systems are still not cent percent reliable, and occasionally they 'crash' at awkward moments, This means that it is necessary to make hard copy back-up records at frequent intervals (how frequently depends upon the number of transactions being handled, a few very large and busy hotels 'save' their data twice daily).

2) **Audit Trail Requirement:**

The second drawback is that it is still necessary to provide a written or printed 'audit trail.' This again means that all the transactions need to be printed out so that the accounts can be recreated from scratch in the event of a computer failure. This in turn implies that there should be a back-up records and it must be prepared at frequent intervals.

3) Expensive:

Installing computers can be expensive for a hotel as it requires huge capital investment. Though computers are cheaper today than previous years but can represent a significant expense, especially for larger organization system. These systems may also require an ongoing support or upgrade fees, which can represent future fixed cash outflows.

4) Security Issues:

Security issues related to availability of data on the system seems to be another major concern for all hotels. If the password is cracked by an unauthorized person, data can be accessed and information can go into wrong hands which can be misused.

5) Memory Restrictions:

Although there have been tremendous advances in terms of data storage, the computer's memory remains finite. As we saw when we considered control, it is necessary to 'clear' it of a lot of out-of-date or unwanted records in order to free space for the following day's transactions. Thus, although night auditors have been freed from a lot of tedious balancing and reconciliation work, there is still a certain amount of essential computer 'housekeeping' to do every twenty-four hours.

6) Maintenance:

Hotels may need to hire information technology personnel to keep computer systems operation smoothly. These individuals often need experience in computer science functions and other related things. Cost of repair and maintenance, integrating systems with technology currently in use and hiring maintenance individuals can also increase expenses.

7) Training Time:

The immense range of tasks that front office software packages can do makes the programs complicated and thus difficult to master. Therefore, the operators need more training and time to understand its complex features. Availability of trained front office staff and the 'user friendly' software are still an area of major concern for hotels.

8) Training Cost:

Not only does this increase asset costs, but it also requires great amount of expenditure in providing training and imparting related education among employees. Computer technology changes frequently, thus up gradation of system and extensive training on new systems to employees must be done on regular basis.

9) Speed Restrictions:

This may seem an odd point to make, since everybody knows that computers process information incredibly quickly. However, the actual data entry process can take a surprising amount of time. One obvious reason for this is that most systems currently required it to be keyed in (which means that the computer can only be as fast as the operator's typing speed). Another and less obvious reason is that the computer has to be told what to do every step of the way, with the result that you have to go through a particular series of steps in strict sequence.

10) Compatibility and Expandability:

Not all computer systems can 'talk to one another easily, and sometimes it is frustrating not to be able to link up with other departments, group or national networks simply because of technical limitations.

This can be the result of:

- ❖ Hardware incompatibility (i.e. using different types of computer).
- ❖ Software incompatibility (i.e. different kinds of program).

This can be a problem when different groups merge. It can also happen within individual hotels. In fact, there has been a great deal of this kind of thing, as hotels have created what have been called 'islands of automation' (e.g. a front office system which remains separate from the food and beverages control system).

Another related problem is that businesses often find that their initial choice of hardware (often made with cost considerations in mind) turns out to be too limited once they begin to appreciate the full possibilities of the new technology.

11) Dependence upon Suppliers:

A small hotel buying a computerized system becomes heavily dependent upon its suppliers for:

- ❖ Servicing.
- ❖ System documentation, training and support.

This is fine as long as the supplier is reliable, but computing is a dynamic field and there have been a number of casualties among suppliers already. There are likely to be more. The result of all these limitations is that a small hotel with a limited number of rooms may still find it quicker and simpler to use a simple conventional chart and tabular ledger. Instead of having to jump backwards and forwards from the reservations program to the billing program and back again, the receptionist can simply glance up at the chart, make a quick entry in pencil, and then turn back to the 'tab'. Moreover, as at least one disillusioned front office manager has been heard to say, neither chart nor tab are dependent on the electricity.

Apart from these limitations, we are also seeing fewer technical limitations. The hardware is not only the limiting factor in computing. But, the limiting factor is also the absence of following HUMAN TRAITS:

1. Cannot think like human being.
2. Cannot learn by experiences or previous mistakes.
3. Cannot take independent decision i.e. requires human intervention to do each and every step.

Review Questions

I. Expand the following :

- a) Computer systems are not cent percent reliable, and occasionally they _____ at awkward moments.
- b) Computer technology changes frequently, thus _____ of system is required.
- c) Computers cannot take decisions like _____.
- d) _____ software are still an area of major concern for hotels.
- e) To understand software package _____ should be given to employees.

II. Match the following :

- | | |
|-----------------------------|----------------------------------|
| a) Security | i) Programme |
| b) Retrieving Information | ii) Expensive |
| c) System documents | iii) Password |
| d) Limitations of computers | iv) Details are stored in memory |
| e) Software | v) Suppliers |

III. State True or False :

- Quality of work performed by the front office assistant gets decreased by using computers.
- Availability of trained front office staff and the 'user friendly' software are still an area of major concern for hotels.
- With a computerized system, it is possible for guests to see their bills anywhere and at any time as long as they have access to a TV screen.
- Computers are not programmed to generate various types of reports.
- Computer does not give detailed information of all guests staying or stayed in the hotel and information on various events that takes place in the hotel.

IV. Questions :

- How computers affect manpower in the hotel industry?
- "Computers are not yet perfect, still have certain drawbacks" Justify.

5.6 Summary

Today, most hospitality businesses in hotels, motels, food service, and beverage operations are using computers to record, report, and analyze the effectiveness of internal operations. Computers have had dynamic impact in all forms of business enterprise, including the hospitality industry. Initially, computer use was limited due to their high-cost specialized operator technical expertise and rather large requirement for floor space. A majority of hotels now use computers in the areas of reservations, registration, guest history, guest accounting audit, and back office accounting. Similarly, most restaurants are using computerized point-of-sale terminals and registers that control guest checks, kitchen orders, and guest payments. In addition, such a system stores a great amount of data, which can provide a range of averages, and ratios that can be used to evaluate such items as menu-mix analysis, average guest check, seat turnover, cost of sales analysis, and inventory control, to name a few possibilities.

5.7 Practical Activity

- ❖ You are the Front-office Manager of a hotel. Recently, there have been a lot of complaints from guests that they had to wait for a very long time when checking out. Suggest what help you could do to solve the problem.
- ❖ There is a newly built hotel in your area. To the owner of a newly built hotel would you recommend him to install computers in the hotel or not.

UNIT-6

Attributes of Front Office Personnel

Contents:

- 6.0 Unit Overview and Description
 - ❖ Overview
 - ❖ Knowledge and skill outcomes
 - ❖ Resource Material
 - ❖ Learning Outcomes
 - ❖ Assessment Plan
- 6.1 Introduction
- 6.2 Attributes Required in Front-office Personnel
- 6.3 Summary
- 6.4 Practical Activity

6.0 Unit Overview and Description

This unit deals with the information related to different attributes required in front office personnel. This will be followed by making the students understand about the requirement of each attribute in the hotel industry. This also includes various practices related to provide courteous service and how it affects one's growth.

This unit will impart following knowledge and skill:

- ❖ Able to define the word attribute.
- ❖ Understand the important attributes required in front-office personnel in Hospitality Industry.
- ❖ Learn about the practices related to providing courteous service.

Resource Material:

Hotel Front Office Training Manual: Sudhir Andrews
Front Office Management & Operations: Sudhir Andrews
Front Office Operations & Management: Rakesh Puri
Hotel Front Office Operations & Management: Jatashankar R. Tiwari
Front Office Management: Sushil Kumar Bhatnagar

Learning Outcomes

Unit- 6 Attributes of Front Office Personnel	Outcomes
6.1 Introduction	General Overview
6.2 Attributes required in Front-office personnel	The section will provide necessary information: ❖ Definition of Attribute. ❖ Important attributes required in front-office personnel. ❖ Practices related to providing courteous service.

Assessment Plan: (For the Teachers)

Unit-6	Topic	Assessment Method	Time Plan	Remarks
6.1	Introduction	Question & Answer		
6.2	Attributes required in Front-office personnel	Question & Answer		



6.1 Introduction

Front office is a department where guest comes in first contact with the employees of the hotel. 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 behavioural traits and technical abilities that are suitable for a job. It has been observed that the role of front office professional has changed dramatically. They are empowered with more responsibilities. Therefore they require certain attributes. Attributes means, the quality of Front office staff to achieve more productive work and accomplish maximum guest satisfaction, as well as to create competitive advantage to an organization.

Attributes may be defined as: “a set of personal and professional etiquettes and mannerism that front office staff needs to be followed while dealing with guest”

Front office personnel require a set of knowledge and skills. If the staffs are well trained and efficient, they can, to a certain extent, make up for other shortcomings in the service provided. All Front office staff should be aware of the attributes cited below and it is their individual responsibility to ensure that they are put into practice.

Review Question

I. Fill in the Blanks :

1. _____ is essentially the ability of one person to make contact with another and to make him or herself understood.
2. It is the process by which _____ are exchanged between people through the use of a common set of symbols.

6.2 Attributes Required in Front Office Personnel



1. Smiling Face:

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. A smile gets a smile in response. It immediately breaks down several barriers of a guest including fatigue, low spirits, doubt, anxiety etc. Always try to maintain a smile while talking to a guest. Smiling while speaking on the telephone, is a powerful way to convey tone and intention to customer who judges the caller by the voice.

2. Sense of Grooming and Hygiene:

How you look and the first impression you create on others matters a lot. The front office personnel are the first point of physical contact for a guest with the hotel. Well groomed front office staff represents qualities of hygiene, professionalism, management style, reliability etc.



3. Punctuality:

It is a hallmark of good front office staff. The front desk employee should 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 the work.

4. Courtesy:

The hospitality industry has grown by leaps and bounds in the past decade. Whoever the guest one faces; one must be calm, patient and not be arrogant at all. This is supposed to be the basic quality that should be imbibed in all the staff of the hospitality industry. 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 and necessity of being courteous should be emphasised as it not only smoothenes operations but also ensures better relationship.

Courtesy is generally revealed by:

- a) Using magic words like Thank you, Sorry, Please, "May I assist you?" I beg your pardon, Pleasure and many more. Using these words puts a great impact on the guest and makes him to feel special for an organisation.
- b) Greeting the guest as per the time of the day.
- c) Addressing the guest by his name as this gives him/her recognition and guest gets the feeling of personalised service.



5. 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.

6. Physical Fitness:

There are no fixed working hours in this field. One must be ready to work for round the clock and even on night shifts. Physical fitness is the utmost 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.



7. Guest Oriented:

Front office staff needs to be sensitive to guest's needs and demands. They should respond to them in a timely manner. Staff must put the customer as their main focus and put all thoughts and actions towards creating positive customer experience. If, the staff is not customer oriented the business of the hotel is likely to decline.

8. Disciplined:

Disciplined staff provides a great support to the smooth operations of the department as well as of the hotel. Disciplined personnel properly follows house rules and regulations, tries to bring reputation and recognition to the property with his disciplined behaviour.



Please.



9. Honesty and Responsibility:

There are many temptations in 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 are responsible for not provide hotel's confidential information to other people or competitive hotels.

10. Basic Etiquettes:

Immense work pressure, long hours of work and maintaining harmony with the clients forms an essential part of the department. All front line personnel are required to have the ability to communicate or act effectively with certain etiquettes and manners.

Basic etiquettes front office personnel should exhibit includes:

- a) Greet to the guest with a smiling face as per the day.
- b) Attend to guests as soon as they approach and if busy acknowledge his presence and assure him to be attended shortly.
- c) If front office staff know the guest in that case address the guest with his surname (Mr. /Ms. Kapoor). It provides the feeling of personalised service to the guest.
- d) Talk politely to guest and use magic words while conversing with him/her.
- e) Avoid playing with pen, hair or any other item.
- f) Do not scratch oneself or picking the nose or ear etc.
- g) Do not move hands too much while talking to guest.
- h) Stand erect.
- i) Listen guest carefully and then assist him accordingly.
- j) Avoid getting indulge into arguments with a guest.

11. 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.



12. 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. Organisations 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.

13. Well Organised:

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.

It can be done by following ways:

- a) Arranging old forms and formats.
- b) Litters must be thrown only in dustbin.
- c) Books/registers must be placed properly.
- d) Pens and pencils must be in holder.
- e) Front desk counter must be dust free and free from unnecessary accumulation of articles.
- f) While presenting a bill to the guest, bill folder having a pen must be used.
- g) Door to access back office must be closed at all times.

Review Questions

I. State True or False :

- a) Front desk and lobby are the first areas of contact of guest with the property.
- b) Teamwork is not one of the essential competencies.
- c) All front line personnel are required to have the ability to communicate or act effectively with certain etiquettes and manners.
- d) If, the staff is customer oriented the business of the hotel is likely to decline.
- e) Employees of front office department are the mirror image of the hotel.

II. Fill in the Blanks :

- a) Greet the guest with a _____ face.
- b) _____ are a set of behavioural traits and technical abilities that are suitable for a job
- c) Front office staff needs to be sensitive to guest's _____ and _____.
- d) Employees with their _____ and _____ form the backbone of successful business.
- e) _____ is the utmost requirement for all the staff of hotel industry especially for Front office department because they need to stand for long hours.

III. Questions :

- 1. Enlist any 10 personal attribute which front office personnel must possess.
- 2. What do you understand by magic words?
- 3. "Front office employees are the mirror image of the hotel." Discuss.
- 4. Enlist basic etiquettes followed by front office personnel.

6.3 Summary

Personality traits are distinguishing qualities or characteristics that are the embodiment of an individual's. They are habitual patterns of behaviour, temperament and emotion. 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 behavioural traits and technical abilities that are suitable for a job. It has been observed that the role of front office professional has changed dramatically. They are empowered with more responsibilities. Therefore they require certain attributes. Attributes means, the quality of Front office staff to achieve more productive work and accomplish maximum guest satisfaction, as well as to create competitive advantage to an organization.

6.4 Practical activity

- ❖ Imagine that you are a guest in a hotel. To which attribute of an employee you would appreciate more.
- ❖ Assume that you are the Front-office Manager of a hotel. You are expecting a VIP guest who is about to arrive later in the afternoon. Explain what type of attributes having in an employee you will assign for handling VIP guest.
- ❖ Demonstration of personality traits required for front office personnel through role play.
- ❖ Perform role plays revealing the below mentioned important attributes of Front-office personnel.
 - a. Punctuality
 - b. Honesty
 - c. Communication
 - d. Courtesy
- ❖ Role play of receiving a guest at main porch.
- ❖ Role play of welcoming a guest.
- ❖ Role play of receiving a guest at reception.

UNIT-7

Abbreviations

Contents:

- 7.0 Unit Overview and Description
 - ❖ Overview
 - ❖ Knowledge and skill outcomes
 - ❖ Resource Material
 - ❖ Learning Outcomes
 - ❖ Assessment Plan
- 7.1 Abbreviations

7.0 Unit Overview and Description

This unit will make the students to determine the full form of different abbreviations used in the hospitality industry. It will help them in expanding and understanding the various abbreviations.

This unit will impart following knowledge and skill:

- ❖ Develop the capability to expand different abbreviations used in the hospitality industry.
- ❖ Able to understand the full form of abbreviations.

Resource Material:

Hotel Front Office Training Manual: Sudhir Andrews
Front Office Management & Operations: Sudhir Andrews
Front Office Operations & Management: Rakesh Puri
Hotel Front Office Operations & Management: Jatashankar R. Tiwari
Front Office Management: Sushil Kumar Bhatnagar

Learning Outcomes:

Unit-7 Abbreviations	Outcomes
7.1 Abbreviations	The student will be able to: ❖ Determine the different abbreviations used in the hospitality industry. ❖ Expand abbreviations. ❖ Understand the full form of abbreviations.

Assessment Plan: (For the Teachers)

Unit-7	Topic	Assessment Method	Time Plan	Remarks
7.1	Abbreviations	Question & Answer.		

7.1 Abbreviations

A

AAA	American Automobile Association
AAR	Association of American Rail roads
AAUI	Automobile Association of Upper India
ABA	American Bus Association
ABTA	Association of British Travel Agents
ACME	Association of Convention Marketing Executives
ADR	Average Daily Rate
ADP	Automatic Data Processing
AGM	Annual General Meeting
AGTE	Association of Group Travel Executives
AGTOA	American Greyhound Track Operators Association
AHLA	American Hotels & Lodging Association
AHMA	American Hotel & Motel Association
AIDA	Attention, Interest, Desire & Action
AII	Air India International
AIT	Academic International du Tourism
AITO	Association of Incentive Travel Operators
AM	Antemeridian
AMA	American Marketing Association
ANTA	Ajman National Travel Agency
APC	All Payments Cash
ARTA	Association of Retail Travel Agents
ASAE	American Society of Association Executives
ASI	Archaeological Survey of India
ASTA	American Society of Travel Agents
ATA	Air Transportation Association
ATBC	Aboriginal Tourism British Columbia
ATTC	Aboriginal Tourism Team Canada

B

BA	British Airways
BASIC	Beginners All Purpose Symbolic Instruction Code
B&B	Bed & Breakfast
BBB	Better Business Bureau
BC	British Columbia
BCAA	British Columbia Automobile Association
BCMA	British Columbia Museum Association
BCMM	British Columbia Museum of Mining
BCTA	Business Call to Action
BCTA	Batanes Cultural Travel Agency
BCYHA	British Columbia and Yukon Hotel's Association
BDC	Business Development Bank of Canada
BIC	Business Information Centre
BIT	Bulk Inclusive Tour
BNR	Bengal Nagpur Railway
BTA	British Tourist Authority

C

CAB	Caribbean Travel Association
CBBH	Canada Bed & Breakfast Hosts
CBD	Convention on Biological Diversity
CCA	Coast Cultural Alliance
CCCTA	Cariboo Chilcotin Coast Tourism Association
CCTV	Closed Circuit Television
CHC	Choice Hotels Canada
CIC	Citizenship and Immigration Canada
CIP	Commercially Important Person
CITAP	Canadian Inbound Tourism Asia Pacific
COBOL	Common Business Oriented Language
COTA	Council of Tourism Associations
CP	Continental Plan
CPS	Characters Per Second
CRS	Central Reservation System
CRT	Cathode Ray Tube

CSAE	Canadian Society of Association Executives
CTA	Canadian Tourism Alliance
CTA	Close to Arrival
CTC	Canadian Tourism Commission
CTOA	Creative Tour Operators Association
CVA	Convention and Visitors Association
CVB	Convention and Visitors Bureau
CWM	Canada's West Marketplace

D

DDP	Distributed Data Processing
DET	Domestic Escorted Tour
DGCA	Director General of Civil Aviation
DMC	Destination Management Company
DMO	Destination Marketing Organization
DNA	Did Not Arrive
DNS	Did Not Stay
DOS	Director of Sales
DOT	Development of Tourism [DoT], Department of Tourism
DP	Data Processing
DSS	Decision Support System

E

ECAFE	Economic Commission for Asia and For East
ECO	Express Check Out
ECoR	East Coast Railway
ECSOC	Economic and Social Council of United Nation
EDP	Electronic Data Processing
EP	European Plan
EPABX	Electronic Private Automatic Branch Exchange
ETC	European Travel Commission

F

FAM	Familiarization Tour
FERA	Foreign Exchange Regulation Act
FF&E	Furniture, Fixture & Equipment

FFIT	Foreign Free Independent Traveller
FHRAI	Federation of Hotel & Restaurant Association of India
FIT	Free Independent Traveller
FIT	Foreign Independent/Individual Traveller

G

GDZS	Global Distribution System
GIT	Group Inclusive Tour
GLAMER	Group Leaders of America
GLBA	Gibsons Landing Business Association
GLHA	Gibsons Landing Harbour Authority
GOI	Government of India
GRA	Guest Room Attendant
GRE	Guest Relation Executive
GS	Guest Services
GSA	Guest Service Agent
GSM	Guest Service Manager
GST	Goods and Services Tax
GVRD	Greater Vancouver Regional District

H

HAI	Hotel Association of India
HOTERMAI	Hotel & Restaurant Equipment Manufacturers Association of India
H&RA	Hotel & Restaurant Association
HRAWI	Hotel & Restaurant Association of Western India
HSMA	Hotel Sales Management Association
HSMAI	Hospitality Sales and Marketing Association International

I

IAAI	International Airport Association of India
IACVB	International Association of Convention and Visitor Bureaus
IAEM	International Association of Exposition Managers
IAMC	Institute of Association Management Companies
IAAI	International Airports Authority of India
IAC	Indian Airlines Corporation
IATA	International Air Transport Association

IATO	International Association of Tour Operation
ICAO	International Civil Aviation Organization
ICTA	Institute of Certified Travel Agents
IDD	International Direct Dialing
IDP	Integrated Data Processing
IFEA	International Festivals and Events Association
IHA	International Hotel Association
IHC	Indian Hotel Company
IH&RA	International Hotel & Restaurant Association
IIT	Inclusive Independent Tour
ILO	International Labour Organization
IMF	International Monetary Fund
IMN	International Motorcoach Network
IOC	International Olympic Committee
IR	Instant Reservation
IRCTC	Indian Railway Catering and Tourism Corporation
ISD	International Subscriber Dialing
ITB	International Tourism Bourse
ITC	Inclusive Tour Charter
ITC	Indian Tobacco Company
ITDC	Indian Tourism Development Corporation
IUOTO	International Union of Official Travel Organization
IUNTOP	International Union of Tourist Propaganda Organization
IYHF	International Youth Hostel Federation

j

JAL	Japan Air Lines
JTP	Joint Tourism Promotion

K

KLM	Koninklijke Luchtvaart Maatschappij nv (Royal Dutch Airlines)
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L

LGBT	Lesbian, Gay Bisexual, Transgender
LTC	Leave Tour Concession

LPM	Lines Per Minute
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M

MAA	Motels Association of America
MAP	Modified American Plan
MAS	Malayasian Airlines System
MCO	Miscellaneous Charges Order
MFC	Mighty Fraser Country
MICE	Meeting, Incentives, Convention/Conference & Exhibitions
MIS	Management Information System
M & IT	Meetings & Incentive Travel
MLOS	Minimum Length of Stay
MLS	Minimum Length of Stay
MOCI	Ministry Of Commerce & industries
MOD	Manager on Duty
MPI	Meeting Professionals International
MPI	Meeting Planners International

N

NAA	National Airport Authorities
NACA	National Air Carrier Association
NACS	National Association of Consumer Shows
NAEM	National Association of Exposition Managers
NATA	National Air Transport Association
NCR	National Cash Register
NIFI	National Institute of Food Service Industries
NRI	Non Resident of India
N/S	No Shows
NTA	National Tour Association
NTA	Not To be Allotted
NTB	National Tourism Board

O

OCC	Occupancy
OFFMKT	Off Market

OMCA	Ontario Motorcoach Association
OOO	Out Of Order

P

PABX	Private Automatic Branch/Box Exchange
PATA	Pacific Asia Travel Association
PBX	Private Branch/Box Exchange
PCMA	Professional Convention Management Association
PIA	Pakistan International Airlines
PIA	Paid In Advance
PLC	Product Life Cycle
PMBX	Private Manual Branch/Box Exchange
POS	Point of Sales
PPPN	Per Person Per Night
PRPN	Per Room per Night
PSO	Passengers Service Order

Q

QA	Quality Assurance
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R

RDMO	Regional Destination Marketing Organization
REV PAR	Revenue Per Available Room
RFP	Request For Proposal
RNA	Room Not Assigned
RNAC	Royal Nepal Airlines Corporation
ROI	Return On Investment
RRW	Resort Reservations World-wide
RSVP	Repondez S'il Vous Plait (Reply if you please)
RTAC	Regional Tourist Advisory Committee
RTO	Regional Tourist Office

RVC	Rendezvous Canada
RVDA	Recreational Vehicles Dealers Association
RVRAC	Recreational Vehicle Rental Association of Canada

S

S & R	Sell & Report
SARTC	South Asia Regional Tourist Council
SARTC	South Asia Regional Tourist Council
SAS	Scandinavian Airlines System
SATC	South Asia Travel Commission
SATH	Society for Advancement of Travel for Handicapped
SCBBOA	Sunshine Coast Bed & Breakfast, Cottage Owners Association
SCTP	Sunshine Coast Tourism Partnership
SITE	Site Inspection
SITE	Society of Incentive and Travel Executives
SITS	Special Interest Tours
SNBC	Super, Natural British Columbia
SOP	Standard Operating Procedures
SPATT	Special Attention Guests
SRP	Special Rate Plan
STCA	Surrey Tourism & Convention Association
STD	Standard Trunk Dialling
STDC	State Tourism Development Corporation
STB	State Tourism Board
SWOT	Strengths, Weaknesses, Opportunities, Threats

T

TA	Travel Agent
TAAI	Travel Agents Association of India
TAPSC	Trans Pacific Passengers Conference
TAVI	Tourism Association of Vancouver Island
TBC	Tourism British Columbia
TDC	Tourism Development Corporation
TIAA	Travel Industry Association of America

TIAC	Tourism Industry Association of Canada
TIC	Tourism Information Councillor
TIPS	To Ensure Prompt Service
TMAC	Travel Media Association of Canada
TMR&PM	Tourism Maple Ridge & Pitt Meadows Society
TOTA	Thompson Okanagan Tourism Association
TQM	Total Quality Management
TTRA	Travel and Tourism Research Association
TVAN	Tourism Vancouver
TW	Tourism Whistler
TWA	Trans World Airlines

U

UBC	University of British Columbia
UFTAA	Universal Federation of Travel Agent Association
UNESCO	United Nations Educational, Scientific & Cultural Organization
UNICEF	United Nations International Children's Emergency Fund
USCC	United States Chamber of Commerce
USP	Unique Sales Proposition
USTAA	United States Travel & Tourism Administration
USTOA	United States Tour Operators Association

V

VCB	Visitors and Convention Bureau
VCEC	Vancouver Convention and Exhibition Centre
VCM	Vancouver, Coast and Mountains
VDU	Visual Display Unit
VHA	Vancouver Hotel Association
VIC	Visitor Information Centre
VIC	Visitor Information Councillor
VIP	Very Important Person
VISA	Visitors Intended to Stay Abroad
VPO	Visitors Paid Out
VPP	Value Payable Post

W

WATA	World Association of Travel Agents
WATO	World Touring Automobile Organization
WATS	Wide Area Telephone Services
WCMC	Western Canada Marketing Committee
WCTA	Western Canada Travel Alliance
WED	Western Economic Diversification
WHO	World Health Organization
WRSS	White Rock South Surrey Chamber of Commerce
WSAE	Western Society of Association Executives
WTM	World Travel Market
WTO	World Tourism Organization
WTTC	World Travel and Tourism Council

X

XO	Exchange Order
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Y

YHAI	Youth Hostel Association of India
YMCA	Youth Men Christian Association
YVR	Vancouver Airport Authority
YWCA	Young Women Christians Association
YXX	Abbotsford International Airport

Review Question

I. Expand the following:

- | | |
|---------|----------|
| a) AHMA | n) NTB |
| b) BA | o) OOO |
| c) CIP | p) POS |
| d) DET | q) QA |
| e) EP | r) RVDA |
| f) FAM | s) SARTC |
| g) GDS | t) TIC |
| h) H&RA | u) USTOA |
| i) IATA | v) VIP |
| j) JAL | w) WATA |
| k) KLM | x) XO |
| l) LTC | y) YMCA |
| m) MICE | |

UNIT-8

Assignments

Contents:

- 8.0 Unit Overview and Description
 - ❖ Overview
 - ❖ Knowledge and skill outcomes
 - ❖ Resource Material
 - ❖ Learning Outcomes
 - ❖ Assessment Plan
- 8.1 Assignments

8.0 Unit Overview and Description

Under this unit an attempt has been made to make the students familiar with the national and international information such as countries their capital and currency, airlines of different countries and their codes, tourists' destinations that attract tourists to visit various spots and other information related to their travel and stay which help tourists to explore different places and make their visit exciting and comfortable.

This unit will impart following knowledge and skill:

- ❖ Know capital and currency of different countries.
- ❖ Recognize different airlines and their codes.
- ❖ Determine the different facilities available at Airport.
- ❖ Make familiar with various tourist destinations in India.
- ❖ Develop the capability to discern different five star properties operating in India.
- ❖ To enumerate the benefits of Computers.
- ❖ Learn about different wild life sanctuaries and National parks situated in India.
- ❖ Able to identify "Char Dham" of India.
- ❖ Make proficient in recognizing major hill stations and beaches of India.
- ❖ Identify the different personality traits of front office personnel.

Resource Material:

Hotel Front Office Training Manual: Sudhir Andrews
 Front Office Management & Operations: Sudhir Andrews
 Front Office Operations & Management: Rakesh Puri
 Hotel Front Office Operations & Management: Jatashankar R. Tiwari
 Front Office Management: Sushil Kumar Bhatnagar

Learning Outcomes:

Unit-8 Assignments	Outcomes
8.1 Assignments	The student will be able to: ❖ Determine capital and currency of different countries. ❖ Recognize different airlines and their codes. ❖ Know the different facilities available at Airport. ❖ Make familiar with various tourist destinations in India. ❖ Develop the capability to discern different five star properties operating in India. ❖ Enumerate the benefits of Computers. ❖ Learn about different wild life sanctuaries and National parks situated in India. ❖ Able to identify “Char Dham” of India. ❖ Make proficient in recognizing major hill stations and beaches of India. ❖ Identify the different personality traits of front office personnel

Assessment Plan: (For the Teachers)

Unit-8	Topic	Assessment Method	Time Plan	Remarks
8.1	Assignments	Question & Answer		

8.1 Assignments

1. Prepare an assignment on Country, Capital and Currency of the world.
2. Project work on different countries' Airlines and their Codes.
3. Make an assignment on different facilities available at Airport.
4. Neatly prepare an assignment on various tourist destinations in India.
5. Prepare an assignment on five chain hotel properties operating in India and list 10 hotel properties of each chain along with their location.
6. Make assignment on enumerating the benefits of computer in our day-to-day life.
7. Neatly prepare an assignment on different wild life sanctuaries and National parks situated in India.
8. With the help of pictures depict “Char Dham” of India and briefly introduce each of them.
9. Make a project on major hill stations and beaches of India.
10. Pick any one personality trait of front office personnel and illustrate it with the help of 50 words. Neatly depict it with the help of a picture.

1. Assignment on Country, Capital and Currency of the World

Country, Capital and Currency:

Country Name	Capital	Currency
Afghanistan	Kabul	Afghani
Albania	Tirane	Lek
Algeria	Algiers	Dinar
Andorra	Andorra la Vella	Euro
Angola	Luanda	New Kwanza
Antigua and Barbuda	Saint John's	East Caribbean dollar
Argentina	Buenos Aires	Peso
Armenia	Yerevan	Dram
Australia	Canberra	Australian dollar
Austria	Vienna	Euro (formerly schilling)
Azerbaijan	Baku	Manat
The Bahamas	Nassau	Bahamian dollar
Bahrain	Manama	Bahrain dinar
Bangladesh	Dhaka	Taka
Barbados	Bridgetown	Barbados dollar
Belarus	Minsk	Belorussian ruble
Belgium	Brussels	Euro (formerly Belgian franc)
Belize	Belmopan	Belize dollar
Benin	Porto-Novo	CFA Franc
Bhutan	Thimphu	Ngultrum
Bolivia	La Paz (administrative); Sucre (judicial)	Boliviano
Bosnia and Herzegovina	Sarajevo	Marka
Botswana	Gaborone	Pula
Brazil	Brasilia	Real
Brunei	Bandar Seri Begawan	Brunei dollar
Bulgaria	Sofia	Lev
Burkina Faso	Ouagadougou	CFA Franc
Burundi	Bujumbura	Burundi franc
Cambodia	Phnom Penh	Riel
Cameroon	Yaounde	CFA Franc
Canada	Ottawa	Canadian dollar

Cape Verde	Praia	Cape Verdean escudo
Central African Republic	Bangui	CFA Franc
Chad	N'Djamena	CFA Franc
Chile	Santiago	Chilean Peso
China	Beijing	Yuan/Renminbi
Colombia	Bogota	Colombian Peso
Comoros	Moroni	Franc
Congo, Republic of the	Brazzaville	CFA Franc
Congo, Democratic Republic of the	Kinshasa	Congolese franc
Costa Rica	San Jose	Colón
Cote d'Ivoire	Yamoussoukro (official); Abidjan (de facto)	CFA Franc
Croatia	Zagreb	Kuna
Cuba	Havana	Cuban Peso
Cyprus	Nicosia	Cyprus pound
Czech Republic	Prague	Koruna
Denmark	Copenhagen	Krone
Djibouti	Djibouti	Djibouti franc
Dominica	Roseau	East Caribbean dollar
Dominican Republic	Santo Domingo	Dominican Peso
East Timor (Timor-Leste)	Dili	U.S. dollar
Ecuador	Quito	U.S. dollar
Egypt	Cairo	Egyptian pound
El Salvador	San Salvador	Colón; U.S. dollar
Equatorial Guinea	Malabo	CFA Franc
Eritrea	Asmara	Nakfa
Estonia	Tallinn	Kroon
Ethiopia	Addis Ababa	Birr
Fiji	Suva	Fiji dollar
Finland	Helsinki	Euro (formerly markka)
France	Paris	Euro (formerly French franc)
Gabon	Libreville	CFA Franc
The Gambia	Banjul	Dalasi
Georgia	Tbilisi	Lari
Germany	Berlin	Euro (formerly Deutsche mark)
Ghana	Accra	Cedi

Greece	Athens	Euro (formerly drachma)
Grenada	Saint George's	East Caribbean dollar
Guatemala	Guatemala City	Quetzal
Guinea	Conakry	Guinean franc
Guinea-Bissau	Bissau	CFA Franc
Guyana	Georgetown	Guyanese dollar
Haiti	Port-au-Prince	Gourde
Honduras	Tegucigalpa	Lempira
Hungary	Budapest	Forint
Iceland	Reykjavik	Icelandic króna
India	New Delhi	Rupee
Indonesia	Jakarta	Rupiah
Iran	Tehran	Rial
Iraq	Baghdad	Iraqi Dinar
Ireland	Dublin	Euro (formerly Irish pound [punt])
Israel	Jerusalem*	Shekel
Italy	Rome	Euro (formerly lira)
Jamaica	Kingston	Jamaican dollar
Japan	Tokyo	Yen
Jordan	Amman	Jordanian dinar
Kazakhstan	Astana	Tenge
Kenya	Nairobi	Kenya shilling
Kiribati	Tarawa Atoll	Australian dollar
Korea, North	Pyongyang	Won
Korea, South	Seoul	Won
Kosovo	Pristina	Euro (German Mark prior to 2002)
Kuwait	Kuwait City	Kuwaiti dinar
Kyrgyzstan	Bishkek	Som
Laos	Vientiane	New Kip
Latvia	Riga	Lats
Lebanon	Beirut	Lebanese pound
Lesotho	Maseru	Maluti
Liberia	Monrovia	Liberian dollar
Libya	Tripoli	Libyan dinar

Liechtenstein	Vaduz	Swiss franc
Lithuania	Vilnius	Litas
Luxembourg	Luxembourg	Euro (formerly Luxembourg franc)
Macedonia	Skopje	Denar
Madagascar	Antananarivo	Malagasy franc
Malawi	Lilongwe	Kwacha
Malaysia	Kuala Lumpur	Ringgit
Maldives	Male	Rufiya
Mali	Bamako	CFA Franc
Malta	Valletta	Maltese lira
Marshall Islands	Majuro	U.S. Dollar
Mauritania	Nouakchott	Ouguiya
Mauritius	Port Louis	Mauritian rupee
Mexico	Mexico City	Mexican peso
Micronesia, Federated States of	Palikir	U.S. Dollar
Moldova	Chisinau	Leu
Monaco	Monaco	Euro
Mongolia	Ulaanbaatar	Tugrik
Montenegro	Podgorica	Euro
Morocco	Rabat	Dirham
Mozambique	Maputo	Metical
Myanmar (Burma)	Rangoon (Yangon); Naypyidaw or Nay Pyi Taw (administrative)	Kyat
Namibia	Windhoek	Namibian dollar
Nauru	no official capital; government offices in Yaren District	Australian dollar
Nepal	Kathmandu	Nepalese rupee
Netherlands	Amsterdam; The Hague (seat of government)	Euro (formerly guilder)
New Zealand	Wellington	New Zealand dollar
Nicaragua	Managua	Gold cordoba
Niger	Niamey	CFA Franc
Nigeria	Abuja	Naira
Norway	Oslo	Norwegian krone

Oman	Muscat	Omani rial
Pakistan	Islamabad	Pakistani rupee
Palau	Melekeok	U.S. dollar
Panama	Panama City	balboa; U.S. dollar
Papua New Guinea	Port Moresby	Kina
Paraguay	Asuncion	Guaraní
Peru	Lima	Nuevo sol (1991)
Philippines	Manila	Peso
Poland	Warsaw	Zloty
Portugal	Lisbon	Euro (formerly escudo)
Qatar	Doha	Qatari riyal
Romania	Bucharest	Leu
Russia	Moscow	Ruble
Rwanda	Kigali	Rwanda franc
Saint Kitts and Nevis	Basseterre	East Caribbean dollar
Saint Lucia	Castries	East Caribbean dollar
Saint Vincent and the Grenadines	Kingstown	East Caribbean dollar
Samoa	Apia	Tala
San Marino	San Marino	Euro
Sao Tome and Principe	Sao Tome	Dobra
Saudi Arabia	Riyadh	Riyal
Senegal	Dakar	CFA Franc
Serbia	Belgrade	Yugoslav new dinar. In Kosovo both the euro and the Yugoslav dinar are legal
Seychelles	Victoria	Seychelles rupee
Sierra Leone	Freetown	Leone
Singapore	Singapore	Singapore dollar
Slovakia	Bratislava	Koruna
Slovenia	Ljubljana	Slovenian tolar; euro (as of 1/1/07)
Solomon Islands	Honiara	Solomon Islands dollar
Somalia	Mogadishu	Somali shilling
South Africa	Pretoria (administrative); Cape Town (legislative); Bloemfontein (judiciary)	Rand

South Sudan	Juba	Sudanese Pound
Spain	Madrid	Euro (formerly peseta)
Sri Lanka	Colombo; Sri Jayewardenepura Kotte (legislative)	Sri Lanka rupee
Sudan	Khartoum	Dinar
Suriname	Paramaribo	Surinamese dollar
Swaziland	Mbabane	Lilangeni
Sweden	Stockholm	Krona
Switzerland	Bern	Swiss franc
Syria	Damascus	Syrian pound
Taiwan	Taipei	Taiwan dollar
Tajikistan	Dushanbe	somoni
Tanzania	Dar es Salaam; Dodoma (legislative)	Tanzanian shilling
Thailand	Bangkok	baht
Togo	Lome	CFA Franc
Tonga	Nuku'alofa	Pa'anga
Trinidad and Tobago	Port-of-Spain	Trinidad and Tobago dollar
Tunisia	Tunis	Tunisian dinar
Turkey	Ankara	Turkish lira (YTL)
Turkmenistan	Ashgabat	Manat
Tuvalu	Vaiaku village, Funafuti province	Australian dollar
Uganda	Kampala	Ugandan new shilling
Ukraine	Kyiv	Hryvna
United Arab Emirates	Abu Dhabi	U.A.E. dirham
United Kingdom	London	Pound sterling
United States of America	Washington D.C.	dollar
Uruguay	Montevideo	Uruguay peso
Uzbekistan	Tashkent	Uzbekistani sum
Vanuatu	Port-Vila	Vatu
Vatican City (Holy See)	Vatican City	Euro
Venezuela	Caracas	Bolivar
Vietnam	Hanoi	Dong
Yemen	Sanaa	Rial
Zambia	Lusaka	Kwacha
Zimbabwe	Harare	Zimbabwean dollar

2. Project work on different countries' Airlines and their Codes

Airline & Their Codes:

JP	Adria Airways	XK	CCM Airlines	YM	Montenegro Airlines
RE	Aer Arann Express	9M	Central Mountain Air	9K	Nantucket Airlines
EI	Aer Lingus	CI	China Airlines	RA	Nepal Airways
SU	Aeroflot Russian Airlines	MU	China Eastern Airlines	EJ	New England Airlines
AR	Aerolineas Argentinas	CZ	China Southern Airlines	2N	Nextjet
AM	Aeromexico	QI	Cimber Air	HG	Niki
VH	Aeropostal	WX	Cityjet Airline	NA	North American Airlines
8T	Air Tindi	9L	Colgan Air	HW	North Wright Air
AH	Air Algerie	OH	Comair Inc.	OA	Olympic Airways
AB	Air Berlin	DE	Condor Flugdienst	WY	Oman Air
BP	Air Botswana	CO	Continental Airlines	ON	Our Airline
2J	Air Burkina	CM	Copa Airlines	8P	Pacific Coast Airlines
TY	Air Caledonie	SS	Corsair	LW	Pacific Wings
SB	Air Calin	OU	Croatia Airlines	PK	Pakistan International Airways
AC	Air Canada	CU	Cubana Airlines	HI	Papillon Airways
TX	Air Caraibes	CY	Cyprus Airways	KS	Penair
CA	Air China	OK	Czech Airlines	PR	Philippine Airlines
EN	Air Dolomiti	DL	Delta Airlines	PU	Pluna
UX	Air Europa	7D	Donbass Aero	PH	Polynesian Airlines
AF	Air France	KA	Dragonair	NI	Portugalia
AI	Air India	9H	Dutch Antilles Express	PW	Precision Airlines
I9	Air Italy	T3	Eastern Airways	PB	Provincial Airways
WJ	Air Labrador	MS	Egyptair	QF	Qantas Airways
MD	Air Madagascar	LY	El Al Israel Airlines	QR	Qatar Airways
QM	Air Malawi	EK	Emirates Airlines	AT	Royal Air Maroc
KM	Air Malta	EM	Empire Airlines	BI	Royal Brunei Airlines
MK	Air Mauritius	OV	Estonian Air	RJ	Royal Jordanian
9U	Air Moldova	ET	Ethiopian Airlines	WB	Rwandair
SW	Air Namibia	BR	EVA Airways	FR	Ryanair
NZ	Air New Zealand	EV	Expressjet	S7	S7 Airlines
EL	Air Nippon	AY	Finnair	9R	Satena

PX	Air Niugini	7F	FirstAir	SV	Saudi Arabian Airlines
TL	AirNorth	BE	Flybe	SK	Scandinavian Airlines
FJ	Air Pacific	F9	Frontier Airlines	YR	Scenic Airlines Inc.
GZ	Air Rarotonga	2F	Frontier Flying Service	DN	Senegal Airlines
HM	Air Seychelles	GA	Garuda Indonesia	FM	Shanghai Airlines
YI	Air Sunshine	GB	Great Barrier Airlines	ZH	Shenzhen Airlines
TN	Air Tahiti Nui	ZK	Great Lakes Airlines	S5	Shuttle America
TS	Air Transat	GF	Gulf Air	MI	Silk Air
NF	Air Vanuatu	HU	Hainan Airlines	3M	Silver Airways
ZW	Air Wisconsin	HA	Hawaiian Airlines	SQ	Singapore Airlines
UM	Air Zimbabwe	YO	Heli Air Monaco	QS	Smartwings Airlines
ED	AirBlue	QX	Horizon Air	IE	Solomon Airlines
FO	Airlines of Tasmania	IB	Iberia Airlines	SA	South African Airways
4Z	Airlink	FI	Icelandair	YG	South Airlines
FL	Airtran Airways	IC	Indian Airlines	WN	Southwest Airlines
AS	Alaska Airlines	6E	Indigo	JK	Spanair
LV	Albanian Airlines	IR	Iran Air	NK	Spirit Airlines
AZ	Alitalia	WP	Island Air	UL	SriLankan Airlines
NH	All Nippon Airways	3X	Japan Air Commuter	EZ	Sun - Air of Scandinavia
AA	American Airlines	JL	Japan Airlines	SY	Sun Country Airlines
ZE	Arcus Air Logistic	NU	Japan Transocean Air	XQ	Sun Express
FG	Ariana-Afghan-Airlines	JU	Jat Airways	PY	Surinam Airways
IZ	Arkia Israeli Airlines	9W	Jet Airways	LX	Swiss
R7	Aserca Airlines	B6	Jet Blue Airways	VR	TACV Cabo Verde Airlines
OZ	Asiana Airlines	JQ	Jet star Airways	JJ	TAM Airlines
RC	Atlantic Air Transport	KQ	Kenya Airways	EQ	TAME
KK	Atlasjet Airlines	IT	Kingfisher Airlines	TP	TAP - Air Portugal
OS	Austrian Airlines	KL	KLM Airlines	RO	TAROM
AV	Avianca	WA	KLM City Hopper	TG	Thai Airways International
UP	Bahamas Air	KE	Korean Air	BY	Thomson Airways
PG	Bangkok Airways	KU	Kuwait Airways	GE	Trans Asian Airways
JV	Bearskin Airlines	TM	LAM - Linhas Aereas de Mocambique	PM	Tropic Air
CH	Bemidji Airlines	XL	Lan Ecuador	TU	Tunis Air
NT	Binter Canarias	LP	Lan Peru	TK	Turkish Airlines

DB	Brit Air	QV	Lao Airlines	VO	Tyrolean Airways
BA	British Airways	LI	LIAT	PS	Ukraine Intl Airlines
BS	British International Helicopters	LO	LOT Polish Airlines	UA	United Airlines
BD	British Midland	LH	Lufthansa Airlines	US	US Airways
SN	Brussels Airlines	LG	Luxair	UJ	USA Jet Airlines
FB	Bulgaria Air	MH	Malaysia Airlines	VN	Vietnam Airlines
MO	Calm Air International	AE	Mandarin Airlines	VX	Virgin America
5T	Canadian North	MP	Martinair	VS	Virgin Atlantic Airways
C6	Canjet Airlines	MY	Maya Airways	WS	WestJet Airlines
9K	Cape Air	ME	MEA - Middle East Airlines	K5	Wings of Alaska
BW	Caribbean Airlines	IG	Meridiana	WO	World Airways
V3	CarpatAir	YV	Mesa Airlines	XP	Xtra Airways
CX	Cathay Pacific Airways	XJ	Mesaba Airlines	IY	Yemenia
KX	Cayman Airways	ZB	Monarch Airways		

3. Assignment on Different Facilities Available at Airport

Facilities Available at Airport:

- a) Retiring Rooms
- b) Left Luggage Facility
- c) Baggage Wrapping Service
- d) Infant Lobby
- e) Facilitation Counters
- f) Banking / Money Exchange Service
- g) Railway Reservation Counter
- h) Post & Telecommunications
- i) STD / ISD / PCO Booths
- j) Doctors on Call
- k) Chemist
- l) Automatic Flight Information System
- m) Transit Lounge - Terminal II
- n) Duty Free Shops
- o) Internet Kiosks
- p) Airport Lounges
- q) Wi-fi Internet Facility
- r) X-ray machines have been provided by CIAL for screening the registered baggage of passengers

1) **Left Luggage Facility:**

If you are staying for a short while and do not require all of your belongings, you may use the Left Luggage facility located in the premium Car Park Area at Terminal II and general car park opposite Terminal IB.

2) **Baggage Wrapping Service:**

Those who wish to get their baggage properly packed before check-in can utilise this service near x-ray machines at departure level, Terminal II at a cost of Rs. 100/- per bag. Please make sure that you collect a money receipt for the service.

3) **Infant Lobby:**

For the privacy of mothers who wish to nurse their infants, a well-equipped Infant Lobby with toys, baby cot and a female attendant is available, in every terminal.

4) **Facilitation Counters:**

Facilitation counters are located in Departure Hall and inside Customs Hall near belts. Passengers can contact these counters for any type of information. Facilitation counter inside Customs Hall is also manned by staff of Airlines, Tourist Dept. along with the staff of Airports Authority of India.

5) **Banking/ Money Exchange Service:**

Banks are located at various convenient locations. Exchange currency from these authorized banks only and obtain official receipts. Thomas Cook counters are also available for money exchange. ATM of ICICI Bank is also available at Terminal 1A and Arrival Visitors Area of Terminal II.

6) **Railway Reservation Counter:**

Railway Reservation Counter is located outside the Custom Hall (Terminal II). Arriving passengers can book their railway tickets from this counter. Timings 8 am to 8 pm. (25653775).

7) **Post & Telecommunications:**

Postal facility is available in each terminal. At Terminal II, Post Office is located in the Departure Hall. The services offered at this counter are Telegrams, fax, STD calls, sale of Postal Stamps, Post cards, Registered Letter, Speed Posts etc. International Departure passengers can use this facility before approaching for immigration check.

8) **STD/ISD/PCO Booths:**

This facility is available at various points in the airport.

9) **Doctors on Call:**

Free medical facilities are available at the airport. Contact the Airlines you are travelling or the Airport Manager, Airports Authority of India in case of requirement.

10) **Chemist:**

A well-stocked chemist shop is located at the Departure area, Terminal II to meet last minute requirement of passengers.

11) Duty Free Shops:

If you want to do a bit of shopping, there are Duty free shops offering handicrafts, garments, electronic goods and alcohol in the Transit hall. Payment is accepted in foreign currency only.

12) Airport Lounges:

a) Reserved Lounge

Reserved Lounges are provided in each terminal for the listed dignitaries. This facility is strictly as per the entitlement list circulated by the Ministry of Civil Aviation, displayed prominently in each lounge. At International Terminal, Reserved Lounges are located at the following locations.

- a. Arrival - East Wing after immigration check.
- b. Departure - Opposite Airport Manager Office.

b) Ceremonial Lounge

Airports Authority of India has provided exclusive Lounges for the handling of VVIP movements through IGI Airport. Ceremonial lounges are located at Terminal II and Terminal 1B. Entitlement is strictly as per list circulated by the Ministry of Civil Aviation.

c) Lounges

Indian Airlines and Air Sahara have provided exclusive lounges for their club class passengers in Terminal 1A and Terminal 1B respectively. Air India's Maharaja Lounge is located in transit area at Terminal II. Apart from exclusive airline, lounges managed by leading five star hotels are available in transit area, Terminal II.

4. Assignment on various tourist destinations in India

Tourist Destinations in India :

India is a land of rich cultural heritage. But what make it a special destination are its various tourist places. Influencing its culture and bringing in various forms of art and architecture, the various empires over the ages have only added value to the tourism industry in India by presenting attractions of world fame such as Taj Mahal, Red Fort, Jama Masjid and Hawa Mahal. From the snow capped mountains of Himalayas to the enchanting sandy deserts of Rajasthan, there is a contrast to be found in almost every region you visit. Ancient remains such as forts, museums and palaces still speak of the glorious and not-so-glorious days of the country in hands of invaders-turned-rulers from other countries. Planning a trip to some of these exotic tourist destinations in India is sure to leave you with fond memories and bring you back in future to the country, which was fondly called the "Golden Bird".

If you plan to cover the best places in India and enjoy visiting its wonderful attractions, you can do so by picking among the four regions and planning accordingly.

Tourist Places in North India:

Jammu and Kashmir crowns the northern part of India. North India also proudly flaunts the capital city, Delhi. The place has been a seat of administration for several kingdoms like the Mughal Dynasty and the British colonist rule. Other northern tourist places of attraction to visit are:

Jammu and Kashmir:

Heaven on earth is what Kashmir is referred as and it really is. The valley is known for its natural beauty. Wonderful attractions to check out in Jammu and Kashmir are Raghunath Temple, Lakshmi Narayan Temple, Mansar Lake, Bahu Fort & Gardens, Gulmarg, Mughal Gardens and Pahalgam.

Delhi:

Delhi is a great place to visit especially, if you want to know more about India and its history. The various monumental attractions such as Lotus Temple, Humayun's Tomb, India Gate and Akshardham Temple are among the best attractions in the city. Travelers will also love to check out other unique attractions such as Red Fort and the magnificent Qutub Minar. There is even a lot more to Delhi for you to explore.

Punjab:

Blessed with a vibrant culture, the state of Punjab welcomes visitors with true Indian hospitality. This tourist place has attractions such as Golden Temple, Jallianwala Bagh, Wagha Border, Anandpur Sahib and Sheesh Mahal.

Himachal Pradesh:

If you love the chills of the Himalayas, visit the magnificent Himachal Pradesh. Best tourist places to visit in this part of India are Kullu, Manali, Rohtang Pass and Dharamshala.

Rajasthan:

Talk of Rajasthan and the first things that come to mind are the royal forts, palaces and ancient remains in museums. The state has had a rich historical past. Some of the top attractions to explore include Hawa Mahal, Ajmer Palace, City Palace, Jantar Mantar and Sahelion Ki Bari.

Tourist Places in East India:

East India has charming rivers and the resplendent mountain regions. This part of India too has a wealth of rich culture. Some of the best tourist places in East India are:

West Bengal:

This state has varieties to offer for travel enthusiasts. From ancient educational centers to historical attractions, the state has it all. Top attractions to explore include Kolkata - Victoria Memorial, Alipur Zoo, Saint Paul's Cathedral, Darjeeling - Tiger Hill, Digha - Mandarmoni Beach, Sunderbans, North Bengal-Dooars, Bankura, Murshidabad, and Shantiniketan.

Orissa:

Aptly called the "Soul of India", Orissa welcomes its visitors with simplicity and grace. Attractions to check out in the state are Puri Beach, Sun Temple and Jagannath Temple.

Bihar:

Popularly known as the land of Lord Buddha, Bihar is a wonderful place of interest in India. You can explore great places of attractions like Rajgir, Bodhi Gaya, Nalanda, Dargah Sharif and Maner Sharif.

Tourist Places in West India:

West India has loads of pleasant surprises for the native and foreign tourists. While some of the tourist places speak of natural beauties, others take you to the past history. Some of such must visit locations are:

Goa:

If you love beaches, you ought to be in Goa. It's the place that lives in the lap of nature with resplendent sunsets and sunrises by the seashore. Goa also has other attractions such as Bhagwan Mahavir Wildlife Sanctuary, Basilica of Bom Jesus, and Francis of Assisi.

Gujarat:

Another place that surprises you with its various natural as well as manmade attractions is Gujarat. Wonderful attractions to explore in the state are Sabarmati Ashram, Somnath Temple, Patan, Junagadh, Sasangir and Champaner.

Maharashtra:

Being the entertainment capital and commercial center of India, Maharashtra is a hot favorite destination. Travelers can explore attractions like Ajanta Ellora Caves, Lonavala, Panchgani, Haji Ali, Janjira, Sai Baba in Shirdi and Elephanta Caves.

Tourist Places in South India:

South India is blessed with flora and fauna. Its dazzling beauty is nature's gift. Though, South India also has a rich historical past. The temples and monuments are worth a visit as the architectural designs are different and unique. Beaches and hill stations too are a reason that this part of India is widely preferred as a holiday destination. Some of the tourist places in South India are:

Tamil Nadu:

This is a state with amazing monumental attractions and natural wonders. Some of the best places to check out include St. Mary's Church, National Fossil Wood Park, Puliakulam Temple, Siruvani Waterfalls, and Crocodile Farm at Amravathi Dam and Hogenakkal waterfalls.

Kerala:

Kerala is mainly known for its magnificent backwaters. Known as "God's own country", the place gives you a heavenly experience of spending your vacations amidst the greenery.

Karnataka:

Karnataka is yet another southern-India destination that you may plan for a retreat. It has amazing destinations like Nandi Hills, Bhatkal Beach, Coorg, Chikmagalur, Cauvery Wildlife Sanctuary and Nagarhole National Park.

Andaman & Nicobar Islands:

If you are a sport or an adventure lover, Andaman and Nicobar Islands is the ideal destination for you. This tourist place is a real beauty with crystal clear beaches and abundance of exotic aquatic life. Enjoy water sports like Scuba diving, snorkeling and swimming and explore attractions such as Cellular Jail, Mini Zoo, Marine National Park, Science Center and Anthropological Museum.

5. Assignment on Five Hotel Chain Properties Operating in India and List 10 Hotel Properties of each Chain

Hotel Chains in India:

Tourism in India is in a booming phase. Tourists in huge numbers come to this land for holidaying and other leisure purposes. To accommodate this large percentage of travellers, India holds some of the best hotels of the world that offer unmatched services with great quality. In your trip to India enjoy the standard services by staying in the hotels of some of the leading hotel chains of India.

- I. The OBEROI Group of Hotels
 - ❖ Amar Vilas, Agra
 - ❖ Udaivilas, Udaipur
 - ❖ The Oberoi, Mumbai
 - ❖ Wildflower Hall, Shimla
 - ❖ The Trident Hilton, Jaipur
 - ❖ The Oberoi, New Delhi
 - ❖ Oberoi Grand, Kolkata
 - ❖ The Trident Hilton, Chennai
 - ❖ The Trident Hilton, Udaipur
 - ❖ Hilton Towers, Mumbai
- II. TAJ Group of Hotels
 - ❖ Taj West End, Bangalore:
 - ❖ Rambagh Palace Hotel, Jaipur
 - ❖ Taj Coromandel, Chennai
 - ❖ Taj Krishna, Hyderabad
 - ❖ Taj Mahal Hotel, Mumbai
 - ❖ Taj Palace Hotel, New Delhi
 - ❖ Lake Palace Hotel, Udaipur
 - ❖ Taj Bengal, Kolkata
 - ❖ Umaid Bhawan Palace, Jodhpur
 - ❖ Taj Chandigarh, Chandigarh
- III. ITC Group of Hotels
 - ❖ ITC Grand Chola, Chennai
 - ❖ ITC Maurya, New Delhi
 - ❖ ITC Maratha, Mumbai
 - ❖ ITC Gardenia, Bengaluru
 - ❖ ITC Windsor, kengaluru
 - ❖ ITC Sonar, Kolkata
 - ❖ ITC Grand Central, Mumbai
 - ❖ ITC Rajputana, Jaipur
 - ❖ ITC Mughal, Agra

❖ Sheraton New Delhi Hotel, New Delhi

IV. LEELA Group of Hotel and Resorts

- ❖ The Leela Palace Bangalore
- ❖ The Leela Palace Udaipur
- ❖ The Leela Palace New Delhi
- ❖ The Leela Palace Chennai
- ❖ The Leela Mumbai
- ❖ The Leela Kempinski Gurgaon
- ❖ The Leela Goa
- ❖ The Leela Raviz (Formerly Leela Kempinski) Kovalam, Trivandrum
- ❖ The Leela Kempinski Gurgaon Residences

V. The ASHOKA Group of Hotels

- ❖ The Ashoka, New Delhi
- ❖ The Janpath, New Delhi
- ❖ Hotel Samrat, New Delhi
- ❖ Bharatpur Ashok, Bharatpur
- ❖ Jaipur Ashok, Jaipur
- ❖ Lakeview Ashok, Bhopal
- ❖ Lalitha Mahal Palace Hotel, Mysore
- ❖ Pondicherry Ashok, Pondicherry
- ❖ Kalinga Ashok, Bhubaneswar Ranchi Ashok, Ranchi
- ❖ Jammu Ashok, Jammu

6. Assignment on Benefits of Computer in Our Day to Day Life:

Benefits of Computer:

In today's world, it is almost impossible to think that one can survive without computers. They have become a gadget of almost daily use for people of every age. Computers are important in almost all the business transactions that are made today. The most that any field has gained from the invention of the computers is the business field because of its nature. Computers have gained importance as they have increased the productivity and efficiency of work done. Large amounts of data in the personal lives as well as in businesses and industrial sectors are stored on computers. Computers have also brought a revolution in the field of medicine. Not only clinics and hospitals can store data, the doctors can also make use of the computer to scan patients' bodies and even perform surgeries that would have been quite complex and dangerous to do so without the finesse provided by the computers.

Computers have also been important in the research areas of science and technology from storage of data to performing complex calculations. The importance of computers is also undeniable in the world of communication where now the world has indeed become a global village because of this miraculous invention.

Computers have also aided in the entertainment and media industries. Be it a two minutes commercial or a multi-million dollars movie, computers have changed the very concept of providing entertainment to the general public.

With the computer industry growing very fast, the computer technology has also brought about a revolution. Laptops and palmtops have replaced the desktops, which are still popular in many of the industries.

With the reduction in size, it has become almost easy to carry the computers and use them to the fullest.

The importance of computers can be judged by the amount of people using them each and every single day. Computers are being used by not only professionals but also as a daily use electronic gadget at an average home by the elders and little children. Whether it is homework done by children or grocery shopping done by mom or a weekly chat with grandma, all is possible with the aid of computers in our daily lives.

The importance of computers is almost an undeniable fact in today's world. If we make a list of gadgets that are the top gadgets of the century, computers will no doubt be on top of the list.

Computers today are one of the important things we are using. They have helped a lot in compiling a lot of data which used to be in hard records. One of the uses or benefits of computers is that they are able to provide and retrieve information so quickly so they have increased the pace of our work. The increase in the speed of work has helped us to do many things with less resources like in past a lot of manpower was used for record keeping and files and other things were made to keep the records saved. This is one use of computers in our lives other than that computers has helped us to work with machines which have the ability to produce the best quality of products with maximum speed and efficiency. In today's world it is necessary that to cater for such a heavy population things are made at the higher pace with best quality, so it is possible with the help of computer that we are able to cater for the need of quantity and quality of products required in daily life. Computer is also helping us in education of children; it has enabled us to get the information from one part of the world to the other at a very rapid pace. So in summary computer today is in every walk of life, and is helping us a lot in developing at a fast pace. The computer is used in people's daily lives to enable people of this world to talk to each other in real time, to process quick artwork rendering, and to regulate systems to enable the administration of fossil fuel use by people. Most gasoline stations are computerized and cannot even operate if the computers are down. Almost every major business, banks, tire shops, fast food restaurants, major stores, etc use computer and are unable to even operate if the computers are down. Automobiles are computerized. If the computer messes up, it could cause loss of transportation until repaired. People also use computers in daily life to shop, bank, and pay bills from the comfort of their homes. In some cases, people can even apply for jobs online. They also provide entertainment in that people play games, listen to music, chat, etc.

7. Assignment on Wild Life Sanctuaries and National Parks Situated in India

Wild Life Sanctuaries and National Parks in India:

Name	State	Established	Area (in km ²)
1. Anshi National Park	Karnataka	1987	250
2. Balphakram National Park	Meghalaya	1986	220
3. Bandhavgarh National Park	Madhya Pradesh	1982	448.85
4. Bandipur National Park	Karnataka	1974	874.20
5. Bannerghatta National Park	Karnataka	1974	106.27
6. Vansda National Park	Gujarat	1979	23.99
7. Betla National Park	Jharkhand	1986	231.67
8. Bhitarkanika National Park	Orissa	1988	145
9. Blackbuck National Park, Velavadar	Gujarat	1976	34.08
10. Buxa Tiger Reserve	West Bengal	1992	117.10
11. Campbell Bay National Park	Andaman and Nicobar	1992	426.23
12. Chandoli National Park	Maharashtra	2004	317.67
13. Corbett National Park	Uttarakhand	1936	520.82
14. Dachigam National Park	Jammu and Kashmir	1981	141
15. Darrah National Park	Rajasthan	2004	250
16. Desert National Park	Rajasthan	1980	3162
17. Dibru-Saikhowa National Park	Assam	1999	340
18. Dudhwa National Park	Uttar Pradesh	1977	490.29
19. Eravikulam National Park	Kerala	1978	97
20. Fossil National Park	Madhya Pradesh	1983	0.27
21. Galathea National Park	Andaman and Nicobar	1992	110
22. Gangotri National Park	Uttarakhand	1989	1552.73
23. Gir National Park	Gujarat	1965	258.71
24. Gorumara National Park	West Bengal	1994	79.45
25. Govind Pashu Vihar	Uttarakhand	1990	472.08
26. Great Himalayan National Park	Himachal Pradesh	1984	754.40
27. Gugamal National Park	Maharashtra	1987	361.28
28. Guindy National Park	Tamil Nadu	1976	2.82
29. Gulf of Kachchh Marine National Park	Gujarat	1980	162.89

30.	Gulf of Mannar Marine National Park	Tamil Nadu	1980	6.23
31.	Hemis National Park	Jammu and Kashmir	1981	4100
32.	Harike Wetland	Punjab	1987	86
33.	Hazaribag National Park	Jharkhand	1954	183.89
34.	Indira Gandhi National Park (prev: Annamalai National Park)	Tamil Nadu	1989	117.10
35.	Indravati National Park	Chhattisgarh	1981	1258.37
36.	Intanki National Park	Nagaland	1993	202.02
37.	Kalesar National Park	Haryana	2003	100.88
38.	Kanha National Park	Madhya Pradesh	1955	940
39.	Kanger Ghati National Park (Kanger Valley)	Chhattisgarh	1982	200
40.	Kasu Brahmananda Reddy National Park	Andhra Pradesh	1994	1.42
41.	Kaziranga National Park	Assam	1974	471.71
42.	Keibul Lamjao National Park	Manipur	1977	40
43.	Keoladeo National Park	Rajasthan	1981	28.73
44.	Khangchendzonga National Park	Sikkim	1977	1784
45.	Kishtwar National Park	Jammu and Kashmir	1981	400
46.	Kudremukh National Park	Karnataka	1987	600.32
47.	Madhav National Park	Madhya Pradesh	1959	375.22
48.	Mahatma Gandhi Marine National Park (prev: Wandur National Park)	Andaman and Nicobar	1983	281.50
49.	Mahavir Harina Vanasthali National Park	Andhra Pradesh	1994	14.59
50.	Manas National Park	Assam	1990	500
51.	Mathikettan Shola National Park	Kerala	2003	12.82
52.	Middle Button Island National Park	Andaman and Nicobar	1987	0.64
53.	Mollem National Park	Goa	1978	107
54.	Mouling National Park	Arunachal Pradesh	1986	483
55.	Mount Abu Wildlife Sanctuary	Rajasthan	1960	288
56.	Mount Harriet National Park	Andaman and Nicobar	1987	46.62
57.	Mrugavani National Park	Andhra Pradesh	1994	3.60
58.	Mudumalai National Park	Tamil Nadu	1990	103.24
59.	Mukurthi National Park	Tamil Nadu	1990	78.46

60.	Murlen National Park	Mizoram	1991	200
61.	Namdapha National Park	Arunachal Pradesh	1983	1985.23
62.	Nameri National Park	Assam	1998	200
63.	Nanda Devi National Park	Uttarakhand	1982	630.00
64.	Nandankanan National Park	Orissa	1976	
65.	Navegaon National Park	Maharashtra	1975	133.88
66.	Neora Valley National Park	West Bengal	1986	88
67.	Nokrek National Park	Meghalaya	1986	47.48
68.	North Button Island National Park	Andaman and Nicobar	1987	0.44
69.	Orang National Park	Assam	1999	78.80
70.	Palani Hills National Park	Tamil Nadu	Proposed	736.87
71.	Panna National Park	Madhya Pradesh	1973	542.67
72.	Pench National Park, Madhya Pradesh	Madhya Pradesh	1975	292.85
73.	Pench National Park	Maharashtra	1975	257.26
74.	Periyar National Park	Kerala	1982	350
75.	Phawngpui Blue Mountain National Park	Mizoram	1997	50
76.	Pin Valley National Park	Himachal Pradesh	1987	675
77.	Rajaji National Park	Uttarakhand	1983	820.42
78.	Rajiv Gandhi National Park (prev: Nagarhole National Park)	Karnataka	1988	643.39
79.	Rani Jhansi Marine National Park	Andaman and Nicobar	1996	256.14
80.	Ranthambore National Park	Rajasthan	1980	392
81.	Saddle Peak National Park	Andaman and Nicobar	1987	32.54
82.	Salim Ali National Park	Jammu and Kashmir	1992	9.07
83.	Sanjay National Park ²	Chhattisgarh	1981	1471.13
84.	Sanjay National Park ²	Madhya Pradesh	1981	466.88
85.	Sanjay Gandhi National Park a.k.a. Borivili National Park, Mumbai	Maharashtra	1983	86.96
86.	Sariska National Park	Rajasthan	1982	273.80
87.	Satpura National Park	Madhya Pradesh	1981	585.17
88.	Silent Valley National Park	Kerala	1984	89.52
89.	Sirohi National Park	Manipur	1982	0.41
90.	Simlipal National Park	Orissa	1980	845.70
91.	Singalila National Park	West Bengal	1992	78.60

92.	South Button Island National Park	Andaman and Nicobar	1987	0.03
93.	Sri Venkateswara National Park	Andhra Pradesh	1989	353.62
94.	Sultanpur National Park	Haryana	1989	1.43
95.	Sundarbans National Park	West Bengal	1984	1330.10
96.	Tadoba National Park	Maharashtra	1955	623
97.	Valley of Flowers National Park	Uttarakhand	1982	87.50
98.	Valmiki National Park	Bihar	1989	335.65
99.	Kanwar Lake Bird Sanctuary	Bihar	1987	67.5
100.	Vikramshila Gangetic Dolphin Sanctuary	Bihar	2009	250
101.	Van Vihar National Park	Madhya Pradesh	1979	4.45
102.	Dalma Wildlife Sanctuary	Jharkhand	1975	195

8. Assignment on “Char Dham” of India

Char Dham:

1) Badrinath



Badrinath Temple, Badrinath

Badrinath is located in the North Indian state of Uttarakhand. It is in the Garhwal hills, on the banks of the Alaknanda River. The town lies between the Nar and Narayana mountain ranges and in the shadow of Nilkantha peak (6,560m).

Badri refers to a berry that was said to grow abundantly in the area, and nath means Lord. The legend goes that Shankara discovered a black stone image of Lord Badrinarayan made of Saligram

stone in the Alaknanda river. He originally enshrined it in a cave near the Tapt Kund hot springs. In the sixteenth century, the King of Garhwal moved the murti to the present temple.

2) Dwarka



Dwarakadheesh Temple, Dwarka

Dwarka located in the West is in the state of Gujarat, India. The city derives its name from word dvar meaning door or gate in the Sanskrit language. It is located close to where the Gomti River merges into the Gulf of Kutch. The city lies in the western most part of India.

The legendary city of Dwaraka was the dwelling place of Lord Krishna. It is believed that due to damage and destruction by the sea, Dwaraka has submerged six times and modern day Dwarka is the 7th such city to be built in the area.

3) Jagannath Puri



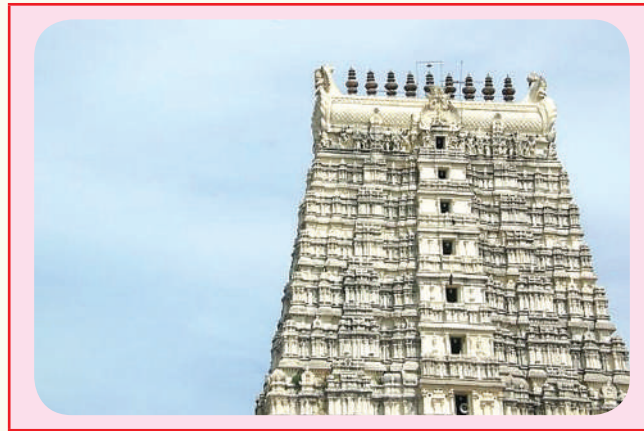
Jagannath Temple, Puri

Puri located in the East is located in the state of Orissa, India. Puri is one of the oldest cities in the eastern part of the country. It is situated on the coast of the Bay of Bengal.

The main deity is Shri Krishna, celebrated as Lord Jagannatha. It is the only shrine in India, where goddess, Subhadra, sister of Lord Krishna is worshipped along with her brothers, Lord Jagannatha and Lord Balabhadra. The main temple here is about 1000 years old and constructed by Raja Choda Ganga Deva and Raja Tritiya Ananga Bhima Deva. Puri is the site of the Govardhana Matha, one of the four cardinal institutions or Mathas established by Adi Shankaracharya.

Brahma, Vishnu & Maheswara three are together in all time every place. In Kali yuga Sreemandir as jagannath temple in Puri. Jagannath Vishnu, Balabhadra Maheswara & Subhadra Brahma. This is the plume for Oriya people to celebrate a special day in this Dham which is also known as “Chariot Festival”.

4) Rameshwaram



Ramanathaswamy Temple, Rameswaram

Rameswaram located in the South is in the Indian state of Tamil Nadu. It is situated in the Gulf of Mannar at the very tip of the Indian peninsula. According to legends, this is the place from where Lord Rama, built a bridge Ram Setu to Lanka. The Ramanatha Swamy Temple dedicated to Lord Shiva occupies a major area of Rameshwaram. The temple is believed to have been consecrated by Shri Rama.

Rameshwaram is significant for the Hindus as a pilgrimage to Benaras is incomplete without a pilgrimage to Rameswaram. The presiding deity here is in the form of a Linga with the name Sri Ramanatha Swamy, it also is one of the twelve Jyotirlingas.

9. Make a Project on Major Hill Stations and Beaches of India

Beaches of India:

Gujarat

The beaches along the western state of Gujarat are:

- ❖ Ahmedpur Mandvi Beach
- ❖ Chorwad Beach

- ❖ Diu Beach
- ❖ Gopnath Beach
- ❖ Umbergam Beach
- ❖ Tithal Beach
- ❖ Mandvi Beach - Mandvi - Kutch

Maharashtra

The state of Maharashtra has

- ❖ Ganapatipule Beach, Ratnagiri
- ❖ Tarkarli Beach, Malvan
- ❖ Maigund Beach
- ❖ Phansad Beach
- ❖ Dahanu Beach
- ❖ Palghar Beach
- ❖ Kelwa Beach
- ❖ Arnala Beach
- ❖ Rajori Beach
- ❖ Suruchi Beach
- ❖ Manori Beach
- ❖ Gorai Beach
- ❖ Madh Island's beach
- ❖ Marvé Beach
- ❖ Aksa Beach
- ❖ Revdanda Beach

Goa

The beaches in the state of Goa are listed below.

- ❖ Arambol Beach
- ❖ Baga Beach
- ❖ Palolem Beach
- ❖ Calangute
- ❖ Benaulim
- ❖ Candolim
- ❖ Chapora Beach
- ❖ Dona Paula
- ❖ Miramar, Panaji
- ❖ Anjuna Beach
- ❖ Vagator Beach
- ❖ Varca Beach
- ❖ Majorda Beach
- ❖ mobor Beach
- ❖ Cavelossim Beach

- ❖ Vagator Beach
- ❖ Nerul or Cocco Beach
- ❖ Lorenz-way Beach

Karnataka

The beaches in Karnataka state are:

- ❖ Karwar Beach, Karnataka
- ❖ Om beach, Gokarna
- ❖ Murudeshwara
- ❖ Kaup (village)
- ❖ Kudle beach
- ❖ Maravanthe
- ❖ Malpe Beach, Udupi
- ❖ Mukka
- ❖ Panambur
- ❖ St Mary's Island, Karnataka
- ❖ Tannirubhavi Beach
- ❖ Trasi
- ❖ Ullal
- ❖ Gopinath Beach

Kerala

The beaches in Kerala state are:

- ❖ Alappuzha Beach
- ❖ Cherai Beach
- ❖ Fort Kochi, Cochin
- ❖ Kappad
- ❖ Kappkadavu
- ❖ Kovalam, Trivandrum
- ❖ Marari beach
- ❖ Meenkunnu Beach
- ❖ Muzhappilangad Beach
- ❖ Payyambalam Beach
- ❖ Shangumughom Beach, Trivandrum
- ❖ Varkala, Trivandrum
- ❖ Veli beachside lagoon, Trivandrum
- ❖ munnar

Tamil Nadu

The beaches in the southern state of Tamil Nadu are:

- ❖ Marina Beach, Chennai
- ❖ Golden Beach, Chennai
- ❖ Adyar Beach, Chennai

- ❖ Thiruvannamiyur Beach, Chennai
- ❖ Elliot's Beach, Chennai
- ❖ Santhome Beach, Chennai
- ❖ Thiruvottiyur Beach, Chennai
- ❖ Kovalam Beach, Kovalam
- ❖ Mahabalipuram Beach, Mahabalipuram
- ❖ Ennore Beach, Ennore
- ❖ Silver Beach, Cuddalore
- ❖ Kanyakumari Beach, Kanyakumari (Both East and West coast)
- ❖ Tiruchendur Beach, Tiruchendur
- ❖ Kayalpattinam Beach, Kayalpattinam
- ❖ Velankanni Beach, Velankanni
- ❖ Poombukar (Mayavaram) Beach Poombukar
- ❖ Pondicherry Beach
- ❖ Portonova Beach, Parankipatai
- ❖ Tranqbar Beach, Tharangambadi
- ❖ Nagapattinam Beach

Andhra Pradesh

The following are the beaches in Andhra Pradesh, India

- ❖ Baruva, Srikakulam
- ❖ Bhavanapadu, Srikakulam
- ❖ Kalingapatnam, Srikakulam
- ❖ Kallepalli, Srikakulam
- ❖ Mypadu beach
- ❖ Mogadalapadu, Srikakulam
- ❖ Suryalanka Beach, Bapatla
- ❖ Sagarnagar beach, Visakhapatnam
- ❖ Bheemunipatnam beach
- ❖ Thotlakonda beach, Visakhapatnam
- ❖ Rushikonda beach, Visakhapatnam
- ❖ Ramakrishna Mission (RK beach), Visakhapatnam
- ❖ Tenneti Park beach, Visakhapatnam
- ❖ Yarada beach, Visakhapatnam
- ❖ Manginapudi beach, Machilipatnam
- ❖ Vakalapudi beach, Kakinada
- ❖ Uppada beach, Uppada, Kakinada
- ❖ Yanam beach, Yanam
- ❖ Sikarim sagar Beach

Orissa

The beaches in Orissa are:

- ❖ Chandipur Beach
- ❖ Gopalpur Beach

- ❖ Gahirmatha Beach
- ❖ Puri Beach

West Bengal

The beaches in West Bengal are:

- ❖ Digha Beach
- ❖ Bakkhali Beach
- ❖ Mandarmani Beach
- ❖ Sankarpur Beach
- ❖ Junput Beach

Others

- ❖ Colva Beach, Margao, India
- ❖ Panayur Beach

The beaches in Pondicherry:

- ❖ Auroville Beach
- ❖ Paradise beach

The beaches in Andaman and Nicobar Islands:

- ❖ Carbyn's Cove Beach
- ❖ Wandoor Beach

Hill Stations in India:

Andhra Pradesh

- ❖ Ananthagiri Hills
- ❖ Araku Valley
- ❖ Horsley Hills
- ❖ Nallamala Hills
- ❖ Tirumala
- ❖ Tirupati

Arunachal Pradesh

- ❖ Along
- ❖ Bomdila
- ❖ Itanagar
- ❖ Khonsa
- ❖ Tawang
- ❖ Ziro

Assam

- ❖ Diphu
- ❖ Haflong
- ❖ Maibong

Bihar

- ❖ Rajgir
- ❖ Valmiki Nagar

Gujarat

- ❖ Pavagadh
- ❖ Saputara
- ❖ Wilson Hills

Haryana

- ❖ Morni Hills

Himachal Pradesh

- ❖ Barog
- ❖ Chamba
- ❖ Chail
- ❖ Dalhousie
- ❖ Dharamkot
- ❖ Dharamsala
- ❖ Haripurdhar
- ❖ Kangra
- ❖ Kardang, Lahaul Valley
- ❖ Kasauli
- ❖ Keylong, Lahaul Valley
- ❖ Khajjiar
- ❖ Kiarighat
- ❖ Kufri
- ❖ Kullu
- ❖ Mcleodganj
- ❖ Manali
- ❖ Mashobra
- ❖ Palampur
- ❖ Reckong Peo
- ❖ Shimla
- ❖ Solan
- ❖ Dhankar, Spiti Valley

Jammu and Kashmir

- ❖ Srinagar
- In Jammu region :-
 - o Padder
 - o Kishtwar
 - o Inderwal
 - o Baderwah
 - o Doda
 - o Patnitop
 - o Vaishnodevi
- In Kashmir region :-
 - o Aru

- o Gulmarg
- o Pahalgam
- o Sonmarg
- o Srinagar
- o Yusmarg
- In Ladakh region :-
 - o Leh
 - o Zaskar
 - o Nubra
 - o Nyoma
 - o Lamayuru

Jharkhand

- ❖ Hazaribagh
- ❖ Ranchi

Karnataka

- ❖ Agumbe, Shimoga District
- ❖ Kodachadri, Shimoga District
- ❖ Sagar, Shimoga District
- ❖ Talaguppa, Shimoga District
- ❖ Biligiriranga Hills, Chamarajanagar District
- ❖ Chikkamagaluru, Chikkamagaluru District
- ❖ Kemmangundi, Chikkamagaluru District
- ❖ Kudremukh, Chikkamagaluru District
- ❖ Madikeri (Coorg), Kodagu District
- ❖ Nagarhole (Coorg), Kodagu District
- ❖ Somwarpet (Coorg), Kodagu District
- ❖ Virajpet (Coorg), Kodagu District
- ❖ Nandi Hills, Chikkaballapur district
- ❖ Kollur, Udupi District

Kerala

- ❖ Ayyampuzha, Ernakulam District
- ❖ Kodanad, Ernakulam District
- ❖ Kuttampuzha, Ernakulam District
- ❖ Malayattur, Ernakulam District
- ❖ Thattekkad, Ernakulam District
- ❖ Thekkady, Idukki District
- ❖ Kuttikkanam, Idukki District
- ❖ Peermade, Idukki District
- ❖ Mundakayam, Kottayam District
- ❖ Poonjar, Kottayam District
- ❖ Kodencheri, Kozhikode District

- ❖ Peruvannamuzhi, Kozhikode District
- ❖ Thamarassery, Kozhikode District
- ❖ Thiruvambadi, Kozhikode District
- ❖ Thusharagiri, Kozhikode District
- ❖ Vellarimala, near Thiruvambady in Kozhikode District
- ❖ Nilambur, Malappuram District
- ❖ Malakkappara, Thrissur District
- ❖ Poringalkuthu, Thrissur District
- ❖ Vazhachal, Thrissur District
- ❖ Vettilappara, Thrissur District
- ❖ Kalpetta, Wayanad District
- ❖ Lakkidi, Wayanad District
- ❖ Mananthavady, Wayanad District
- ❖ Muthanga, Wayanad District
- ❖ Sulthan Bathery, Wayanad District
- ❖ Tirunelli, Wayanad District
- ❖ Vythiri, Wayanad District

Madhya Pradesh

- ❖ Pachmarhi
- ❖ Amarkantak
- ❖ Shivpuri

Maharashtra

- ❖ Amboli
- ❖ Chikhaldara
- ❖ Igatpuri
- ❖ Jawhar
- ❖ Karjat
- ❖ Khandala
- ❖ Lavasa
- ❖ Lonavala
- ❖ Mahabaleshwar
- ❖ Matheran
- ❖ Panchgani
- ❖ Panhala
- ❖ Toranmal

Manipur

- ❖ Imphal

Meghalaya

- ❖ Cherrapunjee
- ❖ Jowai
- ❖ Shillong

Mizoram

- ❖ Aizawl
- ❖ Lunglei
- ❖ Champhai
- ❖ Hmuifang
- ❖ Reiek

Nagaland

- ❖ Kohima
- ❖ Pfutsero

Orissa

- ❖ Daringbadi

Rajasthan

- ❖ Mount Abu

Sikkim

- ❖ Gangtok
- ❖ Gyalshing
- ❖ Lachung
- ❖ Namchi
- ❖ Pelling
- ❖ Rangpo
- ❖ Yuksom

Tamil Nadu

- ❖ Agasthiyamalai
- ❖ Coonoor
- ❖ Javadi Hills
- ❖ Kodaikanal
- ❖ Kolli Hills
- ❖ Kothagiri
- ❖ Meghamalai
- ❖ Sirumalai
- ❖ Ooty
- ❖ Valparai
- ❖ Yelagiri
- ❖ Yercaud

Uttarakhand

Nainital Lake City, Uttarakhand, Mussoorie,
Uttarakhand, Skiing in Auli, Uttarakhand

- ❖ Almora
- ❖ Askot
- ❖ Auli
- ❖ Bageshwar
- ❖ Berinag
- ❖ Bhimtal
- ❖ Chamoli
- ❖ Champawat
- ❖ Chaukori
- ❖ Chopta
- ❖ Dehradun
- ❖ Didihat
- ❖ Gangolihat
- ❖ Joshimath
- ❖ Kausani
- ❖ Kedarnath
- ❖ Lansdowne
- ❖ Lohaghat
- ❖ Mukteshwar
- ❖ Mussoorie
- ❖ Nainital
- ❖ Nanda Devi
- ❖ Naukuchiatal
- ❖ Pauri
- ❖ Pithoragarh
- ❖ Tarkeshwar Mahadev
- ❖ Ranikhet
- ❖ Rishikesh
- ❖ Rudraprayag
- ❖ Uttarkashi
- ❖ Marchula
- ❖ Joshimath
- ❖ Ranikhet
- ❖ Valley of flowers
- ❖ Kanatal

West Bengal

- ❖ Darjeeling
- ❖ Kalimpong
- ❖ Kurseong
- ❖ Mirik

10. Any one Personality Trait of Front Office Personnel and Illustrate it with the Help of 50 Words. Neatly Depict it with the Help of a Picture

Personality Trait: Punctuality:



Punctuality is related to discipline and self-mastery, to integrity and respect, it is still an essential component of the character of an upstanding man. We may no longer live in an age of knickers and powdered wig, but being punctual is just as important as it ever was. The habit of being prompt once formed extends to everything.

a) Being punctual strengthens and reveals your integrity:

If you tell someone that you will meet them at a certain time, you have essentially made them a promise. And if you say you'll be there at 8:00 p.m., and yet arrive at 8:15 p.m., you have essentially broken that promise. Being on time shows others that you are a man of your word.

b) Being punctual shows you are dependable:

A man can always be found at his post, carrying out the duties needful for that time. People know they can rely on such a man – if he says he will be there, he'll be there. But if a man is not punctual, others cannot depend on him — they do not know where he will be when they need him. His associates will begin to feel he cannot organize his own time, and these doubts will seep into matters beyond the clock, as it naturally raises the question: "If he is careless about time, what else is he careless about?"

Benjamin Franklin once said to an employee who was always late, but always ready with an excuse: "I have generally found that the man who is good at an excuse is good for nothing else."

c) Being punctual builds your self-confidence:

Showing up on time not only tells other people you are dependable, it teaches you that you can depend on yourself. The more you keep the promises you make, the more your self-confidence will

grow. And the more you gain in self-mastery, the less you will be at the mercy of your compulsions and habits, and the more in control of your life you will feel.

d) Being punctual assures you're at your best:

Punctuality is one of the most valuable habits that everyone should possess. By turning up on time, better yet a little early, one have a few minutes to collect his/her thoughts, review your materials, and get your game face on.

e) Being punctual builds and reveals your discipline:

The punctual man shows that he can organize his time, that he pays attention to details, and that he can put aside this to do that – he can set aside a pleasure to take care of business.

f) Being punctual shows your humility:

“Always late, but worth the wait” shows that tardiness and an overestimation of one's worth sometimes go hand in hand. People will be glad to see you when you arrive, but they would have been gladder still had you come on time.

g) Being punctual shows your respect for others:

Being late is a selfish act, for it puts your needs above another's. You want an extra minute to do what you'd like, but in gaining that minute for yourself, you take a minute from another.

Practical Activity

1. Prepare an assignment on Country, Capital and Currency of the world.
2. Does a project work on different countries Airlines and their Codes?
3. Make and assignment on different facilities available at Aripport.
4. Neatly prepare an assignment on various tourist destinations in India.
5. Prepare and assignment on five chain hotel properties operating in India and list 10 hotel properties of each chain along with their location.
6. Make assignment on enumerating the benefits of computer in our day-to-day life.
7. Neatly prepare an assignment on different wild life sanctuaries and National parks situated in India.
8. With the help of pictures depict “Char Dham” of India and briefly introduce each of them.
9. Make a project on major hill stations and beaches of India.
10. Pick any one personality trait of front office personnel and illustrate it with the help of 50 words. Neatly depict it with the help of a picture.



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