

Senior Secondary Course

Tourism (337)

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NATIONAL INSTITUTE OF OPEN SCHOOLING
(An autonomous organisation under MHRD, Govt. of India)
A-24-25, Institutional Area, Sector-62, NOIDA-201309 (U.P.)
Website: www.nios.ac.in, Toll Free No: 18001809393

Printed on 60 GSM NIOS Water Mark Paper

© **National Institute of Open Schooling**

April, 2017 (1,000 copies)

Published by the Secretary, National Institute of Open Schooling, A-24/25, Institutional Area, Sector-62,
NOIDA-201309 and Printed at M/s

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Course Overview



Module-1: Basics of Tourism

1. Evolution of Tourism
2. Tourism Industry and its Organization
3. Impact of Tourism
4. Fundamentals of Travel and Tourism Geography
5. Transport for Tourism

Module-2: Cultural Dimension of Tourism

6. Understanding Indian Culture and Heritage
7. Performing Art Heritage in India
8. Indian Architecture as Tourist Attractions



Module-3: Cultural and Heritage Aspects of Tourism in India

9. Culture and Heritages in India-I: Hinduism, Jainism and Buddhism
10. Culture and Heritages in India-II: Sikhism, Islam and Christianity
11. Cultural Attractions of India

Module-4: Natural Diversity as Tourist Attraction

12. Natural Tourist Attractions in India
13. Growth and Patterns of Tourism in India
14. Growth and Patterns of Tourism in World



Module-5: Management of Tourism Business

15. Tourism Management
16. Human Resource Management-I
17. Human Resource Management-II
18. Communication and Personality Development
19. Tourism Marketing



Module-6A: Travel and Tour Operation Business

20. Fundamentals of Travels Agency and Tour Operation Business
21. Functions of Travel Agencies and Tour Operations
22. Itinerary Planning and Tour Packaging

OR

Module-6B: Hospitality Management

20. Hospitality and Catering Industry
21. Front Office Operations
22. Supporting Operations of Hotel

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**20**

FUNDAMENTALS OF TRAVEL AGENCY AND TOUR OPERA- TION BUSINESS

Travel industry has grown at a great pace with the changing consumption patterns across the globe. The role of intermediaries in this industry has been vital in bridging the gap between demand and supply and tourists and destinations. More importantly, travel agents and tour operators play a major role in distribution of tourism services. This chapter aims to facilitate learners in understanding the basics of travel agency and tour operations with comprehensive inputs on concepts, types, differences between travel agency and tour operators and also the interrelationship between them.



OBJECTIVES

After studying this lesson, you will be able to:

- define the meaning of travel agency and tour operation;
- discuss the concept of retailing and wholesaling;
- identify the types of travel agents and tour operators and
- differentiate between a travel agency and tour operators.

20.1 MEANING OF TRAVEL AGENCY AND TOUR OPERATION

Both travel agency and tour operators, are intermediaries who bring together clients and principal service providers and strengthen the selling and buying process in travel industry. Conceptually they are different from each other. Hence, it is important to have the conceptual understanding of these two.

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Travel and Tour Operation
Business



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Fundamentals of Travel Agency and Tour Operation Business

A Travel Agency is a business which makes arrangements for peoples' holidays and journeys by booking their tickets, hotel accommodation or providing allied facilities to them.

20.1.1 Travel Agency

Travel agency is an organised service provider in the travel industry. It means a travel agent is responsible for organising travel. It provides a link to the suppliers of services with the tourists. It acts as a retail store for both suppliers and clients. It plays the role of an active connector for delivery of end service. Thus a travel agent can be considered to be a useful intermediary (retailer) as he has accumulated knowledge expertise and contacts with providers (wholesaler) of services. Look at the following example to demonstrate business of a travel agency:

Mr. Pinto wants to go on a holiday trip to Goa. He visits a travel agency for his travel requirements. He seeks the services of this travel agency for consultancy, booking his air tickets, booking a hotel room and a car for local sightseeing in Goa. The travel agency meets all his requirements by booking air tickets, hotel and transport etc. Though it looks as if the travel agent is only providing services to the tourist, but actually he is also serving the airline, hotel, car rentals etc. In this case the travel agency has provided business to the supplier as well as service to the tourist.



Do you know

Thomas Cook was the first organised travel agent in the world and he also invested in travel business. He commenced business in the United Kingdom in 1841. The people boarding the train at Leicester station for Lough Barough thought that they were only going on a good day out. For the majority of the 570 people it was a day to relax. Little did they know that they were taking part in history, as part of Thomas Cook's first excursion in 1841.

In the year 1880, within a short period of ten years it became customary for a larger social group to spend holidays away from home. In 1851, Cook was offered a great opportunity of conducting excursion trains. He transported 16,500 people to and from Crystal Palace. He started organising circular tour to the continent.

In the year 1880, his son, John Mason Cook came to India and established his office in Bombay (now Mumbai) and then in Calcutta (now Kolkata). Taking advantage of nineteenth century advances in transport technology and hotel business, he started his India operation in 1881.

Nothing had happened like it before firstly in England and later in India. Today we take organised travel for granted but Cook's approach was revolutionary. He went to Liverpool before the trip and checked hotel accommodations and restaurants to ensure that his 350 excursionists had the best possible service. The inclusive tour, in which everything is paid for in advance was also a creation of Cook as well as the Circular Note, the forerunner of the traveller's cheque which he created in 1873.

Today it is one of the world's leading leisure travel groups with sales of £ 9.8 billion, 23.6 million customers, 31,000 employees, a fleet of 94 aircraft, a network of over 3,400 and a number of hotels and resort properties. The Group operates under six geographical segments in 22 countries, and is number one or two in all its core markets.



Notes

In the present world, with the growing competition in the travel industry, travel agencies are also selling their own tour packages apart from the packages of tour operators.



INTEXT QUESTIONS 20.1

1. What is meant by a travel agency?
2. Why are travel agencies and tour operations called intermediates?

20.2 TYPES OF TRAVEL AGENCIES

There are two types of travel agencies viz., retail travel agency and wholesale travel agency.

Retail Travel Agency

A retail travel agency acts like any other retailer selling tourist products directly to the tourists on behalf of the supplier and gets commission for selling. Commission is the main source of its revenues. A two way selling method is also practised which is on commission and mark-up price. A marked-up price

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refers to marking-up of the cost of the tour and selling it on a higher price. The difference between retail price and the wholesale cost is known as mark-up price.

A retail travel agency is defined as ‘a business that performs the following functions: quotes fares, rates, makes reservations, arranges travel tickets and accommodation, arranges travel insurance, foreign currency, documents and accepts payments.’

The role of retail agencies has become even more crucial as most principal service suppliers get their products promoted, pushed and sold through retailers in order to have a better market reach.

Wholesale Travel Agency

A wholesale travel agency, unlike retail agency, assembles various components of services to form packages. Later, it depends on retailers to market and sell its products to the tourists. It may also directly sell to the customers through its own retail outlets. It buys service components in bulk from different suppliers, designs, packages and sells or resells these components. Wholesale travel agency specialises in designing and selling package tours.

It generates revenues through volume discounts from principal services providers such as hotels, airlines, railways, car rentals, ground handlers etc.

A wholesaler doesn't earn on commissions but through discounts on bulk reservations from primary or principal suppliers. There is always an element of market risk as it blocks seats in airlines, or rooms in hotels in bulk and might make partial advance payments.

Other than the regular services, it also renders services like consultancy, travel documents processing, currency exchanges etc. for its clients.



ACTIVITY 20.1

Study the profile of one retail and one wholesale travel agency and find out their services and differences in them.



INTEXT QUESTIONS 20.2

1. Mention the two major types of travel agencies?
2. What is meant by a retail travel agency?
3. What is mark-up price?
4. What is a wholesale travel agency?

20.3 TOUR OPERATORS

A tour operator buys (or owns in some cases) a high volume of travel services across carriers, accommodation and services. These services are then assembled into packages for purchase by the consumer. The packages are sold via travel agents (independent or owned) or through the phone and internet.

Given the scale at which tour operators buy, and the volume of their business, it is extremely unlikely to be an option for a start-up company.

A tour operator is, hence, an organisation, firm or company who buys travel components from different service providers, combines them into tour packages and gives them its own price tag and then sells either on its own directly to clients or through other intermediaries such as retailers. Unlike wholesale travel agent, here the tour operator is wholly responsible for delivering and performing the services specified in a given tour package. In most cases, they have certain services of their own such as hotels, cars, coaches, currency exchanges etc. Tour operators cater to a large market and have a range of package tours for different segments. Thus, tour operators are recognised as manufacturers of package tour holidays.

20.3.1 Types of Tour Operators

Tour operators can be classified on the basis of nature of tour, business and their area of operation of package tours. This helps in understanding the difference of meaning and function of each category. Thus, the classification includes inbound, outbound, domestic and ground operator.

Inbound Tour Operators: Inbound tour operators are those operators who handle inbound foreign tourists in the host country, provide them various



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services on their arrival and departure such as transfer, accommodation, transportation, sightseeing, entertainment, currency, insurance services etc. They are also called as incoming tour operators as they specifically operate for handling incoming foreign tourists or guests.

For example, a group from France comes to India and it is handled by XYZ Travels in India for all their travel requirements mentioned in tour package. Here XYZ Travels is an inbound tour operator.

Inbound tour operators design and make tour packages individually or in collaboration with foreign tour operators. The packages may be marketed directly or through intermediaries. In fact, inbound tour operators are the ‘image builders’ of a country as they convert all touristic resources of a nation into a saleable commodity.

They also contribute valuable foreign exchange earnings to the economy of host country. Recognising the vital role played by inbound tour operators in the healthy growth and promotion of tourism, governments are encouraging them by giving financial and tax concessions.

Outbound Tour Operators: They operate package tours to foreign countries/overseas from a host country. These operators are specialised in promoting and designing multi-national tours. The outbound tour operator sells a package tour to an individual or a group of people of his own country to another country or a number of countries for a specific pre-decided period and destinations.

The outbound tour operator arranges travel documents, transportation to a central point where the tour starts and contracts with inbound tour operators/ground operators to provide accommodation, transportation, local sightseeing and other services as needed throughout the tour.

Generally, these operators work in liaison with the inbound tour operators/ground operators and offer services involving meeting inbound tour group at the airport, transferring the tour group from the airport to the arranged place of accommodation in town hotel, arranging/organising local sightseeing that may be a single day or multi days tour of the home state, region or area. These may be in the form of business or leisure oriented tours.

For example, a group of tourists want to visit Singapore. They buy a tour package from XYZ India. This tour operator does all the travel document processing for the group and sends the group to Singapore and takes care of all the needs till the tour is completed. Here, XYZ India is an outbound tour operator.

Domestic Tour Operator: Domestic tourism in India is scaling up enormously. Domestic market has witnessed attractive growth rates as large players in the travel industry are aggressively entering and promoting this market. Leading tour operators usually focus on the international market where margins are higher but now, in addition, they are floating new packages to create a niche in this segment to tap the vast potential in the domestic market.

Generally, domestic tour operators operate within the boundary of home country and cater to the diverse needs of individuals and group travelers. They promote tour packages both through their own outlets and other retail travel agents. In fact, they are contributing to the cause of national integration and balanced regional economic growth.

For example, a group of tourists from Chennai wants to visit Amarnath as part of pilgrimage. They buy a pilgrimage package tour from Southern Travels. This operator organises the complete tour for these Chennai tourists. Here in this case Southern Travels is a domestic tour operator who operates within the boundaries of the country for the visitors of the same country.

Ground Handlers/Operators: Ground operator is also referred to as, ‘reception operator’, ‘destination management companies’, ‘reception operator or ‘handling agencies’. These operators are generally expected to provide ‘land arrangements’ at a particular destination. Thus, a ground operator who provides the services required by large tour companies where they do not have a local branch/office or are not dealing at the source with the principal suppliers such as hoteliers, transport operators, car rentals, entertainment organisations and so forth.

The reception operator secures, coordinates, supervises and handles accounts/payments of all services related to the tour in his region/area. His services are invaluable for an efficient and successful operation of inclusive group as well as foreign independent tours.



ACTIVITY 20.2

Visit a travel agency or tour operator’s office/counter in your locality and find out what type of services they provide. Identify their type, mode of operation and relate it to your understanding of the a travel agency/ tour operator.



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INTEXT QUESTIONS 20.3

1. Who is a tour operator?
2. Mention the different types of tour operators?
3. What is the difference between inbound and outbound tour operators?
4. Who is a domestic tour operator?
5. List some of the ground services.

20.4 DIFFERENCE BETWEEN TOUR OPERATOR, RETAIL AND WHOLESALE TRAVEL AGENCY

Tour Operator

- Is a wholesaler
- Is a principal agent or foreign travel agent
- Creates its own new products, designs new tour packages as it has its own resources
- Amends the tour itinerary and programme
- Prepares delightful and value added tour itinerary
- Is located in mega cities
- Arranges International transfer from hotel to airport and vice-versa
- Plans adequate excursion tours
- Has foreign currency exchange facilities
- Generate new ideas and attractions in the package
- Is more inclined to perform ground handling services
- Offers variety of travel programmes/services
- His size of business, operational area and multi-service capacity is high

Retail Travel Agency

- Works as a retailer and sells package tours on behalf of the wholesaler
- Is an intermediary between tour operators and tourists
- Follows tour itinerary
- Plans sightseeing tours and excursion tours, airport transfer, check in and check-out time in the hotel

- Acts as a local agent to confirm and reconfirm the services
- Works on commission from principal suppliers

Wholesale Travel Agency

- Does not sell package tours directly to clients
- Makes bulk purchase of services and assembles them to sell as package tours
- Is less inclined to perform ground services
- May deal with one specialised component of a travel product
- Size of business, operational area is limited and multi-service capacity is low

It is a difficult task in the present industry scenario to identify an individual operator with a single category of operations. They act as retail agents, wholesalers, tour operators, specialty channelers and also as general sales agents. Thus the scope of modern travel agency activities is difficult to limit and confine to one unit of classification. This is very well visible in the operations of most travel companies in the country today. Yet differentiation helps in understanding the fundamental characteristics of the categorisation.



ACTIVITY 20.3

Visit any travel agency websites and note all the services offered by the company. Compare these services with the services being offered by another travel agency.



Do you know

Online Travel Agency

OTA or Online Travel Agency is a typical travel agency resembling an offline travel agency in all its services but operations on the internet through a website connected to a global distribution system. There is an increasing demand for online services these days as the cyber population is increasing at a great scale. The OTAs apply the operational mechanisms of e-commerce and transact online with their customers.



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OTAs offer information, bookings of hotels, cars, reservation of seats in airlines, railways, ships and buses, sell package tours, customise tours, take enquiries etc. Transaction of payment is also done online using online payment modes such as credit/debit cards, internet banking etc.



INTEXT QUESTIONS 20.4

1. Who earns more revenues on commissions: a tour operator a wholesaler?
2. List any two differences between a tour operator and a retail travel agency.
3. Mention any two important features of a Wholesale Travel Agency.



WHAT YOU HAVE LEARNT

- There are two types of travel agencies viz., retail travel agency and wholesale travel agency.
- Both the travel agencies as well as tour operators act as intermediaries. They strengthen the buying and selling process in travel industry. Just as there are two types of travel agencies i.e. the Retail Travel Agency and Wholesale Travel Agency, the tour operators can also be classified into four categories. They are:
 - (i) Inbound Tour Operator (ii) Out bound Tour Operator (iii) Domestic Tour operator and (iv) Ground Handlers/operators.
- Tour operators can be classified on the basis of nature of tour, business and their area of operation of package tours. This helps in understanding the difference of meaning and function of each category. Thus, the classification includes inbound, outbound, domestic and ground operator.
- A tour operator buys (or owns in some cases) a high volume of travel services across carriers, accommodation and services.



TERMINAL EXERCISE

1. What is meant by a travel agency and a tour operator?
2. Who are inbound, outbound, domestic and ground operators? Explain with examples.

3. Differentiate between retail and wholesale travel agencies from the tour operators?
4. List out ground services and mention how they play an important role in travel industry.



ANSWER TO INTEXT QUESTIONS



Notes

20.1

1. A travel agency sells packages of wholesaler and earns revenues through commission, acts like a retail store for travel services.
2. Both are called intermediaries because they bring together clients and provide principal services and strengthen the selling and buying process both for the customer as well as the hotels.

20.2

1. A Wholesale Travel agency and a Retail Travel Agency.
2. It sells tourist products directly to the tourists.
3. The difference between retail price and the wholesale cost is known as mark-up price.
4. It buys service components in bulk from different suppliers, designs, packages, sells and resells them.

20.3

1. A tour operator, is an organisation, firm or company who buys travel components from different service, providers them into tour packages and gives them its own price tag and then sells either on its own directly to clients or through other intermediaries such as retailers.
2. Domestic, inbound, outbound and ground operators.
3. An Inbound operator handles foreign tourist and outbound operator handles tourists going to foreign countries from a host country.
4. Operates within a host country and handles domestic tourists.

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5. Local transport, instructors, guides, events, car rentals, entertainment services etc.

20.4

1. A retail travel agency earns more revenue on commission.

2. **Tour Operator**

(i) It is a wholesaler

(ii) It creates its own products

(iii) It is located in mega cities

Retail Travel Agency

(i) It works as a retailer

(ii) It follows tour itinerary and acts as such as intermediary

(iii) It may be anywhere in small towns, sub-towns and cities.

3. (i) It does not sell package tours directly to clients.

(ii) It makes bulk purchase of services and assembles them to sell into packages.

HOSPITALITY AND CATERING INDUSTRY



Notes

In the Indian civilization and culture, hospitality was an important segment in the society. The travellers were extended hospitality in different ways. Any traveller on his way to a destination and who happened to sojourn in a village was entertained by the head of the village. From food to all other possible facilities like accommodation was provided to the traveller by the head of the village. The traveller has treated as a guest, and was given the status of god. Thus, the famous saying, Atithi –Devo- Bhava is generally cited. Similarly a sufi saint said that, to honour a guest if someone sells his house is appreciable. In the sufi dargahs, accommodation and free meals were provided from langar (free kitchen). The institution of Langar which was an integral part of the dargahs has been adopted by the Sikhs and now it is an important trait of Gurdwara establishments.

There were also Sarais, which were established on the highways. These were established by the government and individuals for the benefit of travellers. These provided the facilities of accommodation as well as catering. There were separate kitchens for vegetarians and non-vegetarians. With the changing nature of economy the Sarais have assumed the status of hotels. These have become an inseparable part of tourism industry

Tourism now a days is a flourishing sector of a country's economy. Hospitality and Catering Industry has grown substantially. Development of fast means of transport and communication has contributed to rise of tourism. It has provided jobs to a large number of people in Hospitality and Catering Industry. Due to geographical vastness, cultural richness and diversity, India has great potential for tourism. Gradual development of basic infrastructure is facilitating a remarkable growth in Tourism and Hospitality Industry.

**OBJECTIVES**

After studying this lesson, you will be able to:

- define hospitality and catering industry;
- identify different components of hospitality and catering establishments;
- identify the factors which have profound impact on hospitality;
- classify the different types of hotels and their services and the criteria for the star categorization of the hotels;
- illustrate and understand the expectations of the guests when they arrive and stay at hotels;
- identify the different departments and their operations in a hotel; and
- categorise the different types of cuisine, and understand their linkage to the languages and its significance.

**Notes****20.1 HOSPITALITY INDUSTRY**

Hospitality can be defined as “the relationship between the guest and the host, or the act or practice of being hospitable. Specifically, this includes the reception and entertainment of guests, visitors, or strangers.”

The Indian tourism and hospitality industry experienced a steady growth. The industry is the third-largest foreign exchange earner, and contributes to approximately upto 10% of India’s total employment, according to a report by the Planning Commission. It is interconnected with other different sectors such as agriculture, transportation, handicrafts and construction. The tourism industry includes travel agencies, tour operators, transport agencies; units providing facilities for cultural, adventure and wildlife tourism; surface, air and water transport facilities for tourists; and conference organisers. This is one of the few industries, which has created more jobs per million rupees of investment than any other industry and is capable of providing employment to a large number of people ranging from the unskilled to the specialised, even in the remote parts of the country.

20.2 COMPONENTS OF TOURISM INDUSTRY

There are 3 important components of the tourism industry which are:

Tourism Attraction, Accessibility and Accommodation**1. Attraction**

It can be a natural or man-made facility, location or activity which generates specific interest for tourists. It is the basic reason for the movement of people from one place to another place. e.g. - Education, art, music, religion, adventure.

2. Accessibility

People require various types of transport like bus, train, taxi etc to visit their place of interest. It is sometimes not possible to reach the desired destination by only one type of transport. For example foreigners coming to India wishing to see different monuments or different places of interest in different cities may need to travel by road, rail or air.

3. Accommodation

The 3rd 'A' is the hospitality/accommodation industry. It is made up of a variety of inter-connected sectors which include everything ranging from guest houses to luxury resorts to hotels.

1. Commercial (Profit-oriented)

The aim of a commercial sector organisation is to earn profit by providing quality products and services. This basically includes any type of business like hotels, motels, resorts etc. The organisation can cater to various types of guests like businessmen, tourists, families etc.

2. Non- Commercial (Non-profit oriented)

The aim of a Non-commercial sector organisation is to provide accommodation at very low rates or provide services free of cost such as yatri niwas, dharamshalas, homes of friends and relatives.

**ACTIVITY 20.1**

Find out major places of attraction in your city or state. What facilities do you think needs to be provided in each of these places to make them tourist friendly.

**INTEXT QUESTIONS 20.1**

1. List the 3 'A's' of the tourism industry.
2. What are the components of the hospitality industry?
3. Give an example of a commercial hospitality accommodation that you have visited.
4. Define an attraction.

**Notes**

20.3 FACTORS IMPACTING THE HOSPITALITY INDUSTRY**Notes**

As within any industry, the hospitality industry has a number of uncontrollable factors that affect those involved in management or ownership of hotels, restaurants and other hospitality establishments. Knowing what these factors are, is important for those working in this industry because it provides them with an opportunity to plan accordingly. Even though the variables cannot be controlled, their impact can be minimised somewhat with careful planning and forecasting. Some of the factors which impact the industry are as follows:

Economic Factor

External factors such as the economic situation of nation or the world are among the factors that those working within the industry can have no control over. When growth rate of different countries slows down, the hospitality, industry may suffer because of a drop in discretionary spending. Tourism industry may suffer during times of extreme economic crisis because people start cutting costs.

Legal Changes

Changes in the law can also affect companies within the hospitality industry. The regulatory environment in the hospitality industry can change from time to time and this can impact the way that hotels, airlines and a restaurants do business. For instance, a change in the tax laws may vary the prices of different commodities which in turn will affect tourism and the hospitality industry as well. In addition, hotels may have to raise prices because of imposition of several central and state level taxes such as VAT(value added tax), service tax etc on guests.

Technology

Technology continues to develop at a very fast rate. The hospitality industry, like many others, is affected by technological changes. As new technologies are made available, companies within the industry are forced to adapt to the changes or get left by the wayside. For example, changes in computer hardware and software options may make it necessary for a large national hotel chain to replace its entire computer infrastructure on a periodic basis.

Competition

Competition is another factor that those managing businesses in the hospitality field have to consider. Many times, competition is heavily affected by economic

and other regulatory factors. For example, changes in the airline industry since 9-11 have been partly effected due to changes in the regulatory norms such as greater restrictions on airline travel and airport check-ins that have discouraged flying. Airlines have no control over these changes and many have suffered economically. Hotels too were affected because reduced air travel is directly linked with the reduced number of tourists.



Notes

20.4 CLASSIFICATION OF HOTELS

Star	Size	Location	Types of Guests	Ownership	Affiliation	Management	Alternative/ Supplementary Accomodation
1	Small	Commercial	Commercial		Chain	Franchise	Dak Bungalow
2	Medium	Suburban	Suite		Independent	Management Contract	Circuit House
3	Medium	Airport	Casino	Timeshare			Forest Lodge
4	Large	Resort		Condominium			Youth Hostel
5	Very Large	Motel					Yatri Niwas

20.4.1 Star Classification

It is the most widely accepted system of rating hotels. The Indian hotel industry follows a star rating system which indicates the number and standard of facilities offered by the hotel. The classification of hotels is done by a central government committee called Hotel Restaurant Approval Classification Committee (HRACC) which inspects hotels for the facilities and services they provide. Different types of hotels according to star classification are:

1 Star – These hotels are generally small in size and independently owned. They have a limited range of facilities and the number of restaurants is limited. Basic standard of cleanliness, maintenance and comfort are maintained.

2 Star – These hotels are small to medium in size and offer more facilities than 1 star hotels. Standards of cleanliness and comfort are maintained. The reception and other staff have a more professional attitude.

3 Star – These hotels are of medium size. Reception and public areas are more spacious and the restaurants normally cater to non-hotel guests. All rooms have a good standard of comfort and facilities such as room service are provided.

4 Star – These hotels are large in size and offer a degree of luxury and equipment in every area of the hotel. The bedrooms offer more space in comparison to

**Notes**

lower star hotels. Other features include business centres, meeting rooms, 24 hours room service and laundry etc.

5 Star – These hotels are very large in size and offer spacious and luxurious rooms which match the best international standards. The interior designing is very impressive in terms of quality, attention to detail, comfort and elegance. The staff is very knowledgeable in terms of customer care and efficiency.

20.4.2 On Basis of Size

- **Small** – Those hotels which have less than 25 rooms.
- **Medium** – Those hotels which have between 25–99 rooms.
- **Large** – Those hotels which have between 100–299 rooms.
- **Very Large** – Those hotels which have more than 300 rooms.

20.4.3 On Basis of Location

- **Downtown/Commercial** : These hotels are also known as commercial hotels. They are mostly located in big cities and cater to businessmen, tourists and other large groups. They provide different facilities such as business centres, conference and meeting rooms, restaurants, internet etc.
- **Suburban**: These hotels are located on the outskirts of cities and towns. They cater to official and business groups who want to hold meetings and conferences in a peaceful environment away from cities. They provide various facilities such as conference and meeting rooms and equipment.
- **Airport**: These hotels are located close to international and domestic airports of major cities and towns. They are meant for those guests who have transit flights and need a place to stay during transit. Also crews of various domestic and international airlines prefer to stay at transit hotels due to their close proximity to the airport. They cater to airline passengers with cancelled and delayed flights and also airline crew members.
- **Resort**: These hotels are located far away from the city in forests, beach areas or hill stations. They cater to families and tourists on holiday. They provide various facilities such as swimming pool, tennis courts, golf courses for guests to relax and enjoy themselves.
- **Motel**: These hotels are used as a short form of ‘Motor Hotels’. This concept originated in America and is basically meant for guests who are travelling long distances by car. These hotels are located on national highways and

other important roads and provide various facilities such as rooms, restaurants, parking, petrol pump and garage facilities etc.

20.4.4 On Basis of Types of Guests

- **Commercial:** These are mostly located in big cities and cater to businessmen and company executives.
- **Suite:** These hotels are those type of hotels in which either all the rooms or majority of the rooms are suites. They cater to guests who are very rich such as businessmen, film stars, politicians etc. Suite rooms have at least 1-2 bedrooms attached with a sitting room and dining area as well. They have the biggest advantage of providing privacy to such high-profile guests.
- **Motel:** Explained above.
- **Resort:** Explained above.
- **Airport Hotels:** Explained above.

20.4.5 On Basis of Ownership

- **Time-share:** These hotels are jointly owned by many people who use them at different times of the year and for different periods of time(1-2 weeks normally).
- **Condominium:** These hotels are owned by a single owner who uses it for a small time in the year and then rents it for the rest of the year.

20.4.6 On Basis Of Affiliation

- **Chain Hotels:** These hotels are connected to one another through ownership by a common hotel company. All such hotels enjoy the benefit of common brands, information systems, reservation systems etc.
- **Independent Hotels:** These hotels are not connected to each other through common ownership like chain properties. Also they do not have to follow the rules and regulations of chain properties.

20.4.7 On Basis of Management

- **Franchise:** Franchise is basically a business agreement between two hotels. One hotel known as franchisor enters into a franchising agreement with another hotel that is called a Franchisee. According to the agreement franchisee pays a franchising fee to the franchisor for use of its business name, access to management expertise and various other benefits.



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- **Management Contract:** These hotels have a management contract which is signed between an individual property owner and a hotel management company to manage the hotel. In return the hotel management company gets a management fee (also called commission) which is generally 1%-8% of the total income. In such cases the hotel management company has total control over the standards and quality of the hotel. This benefits both the company as well as the owner.

20.4.8 Supplementary/Alternative Accommodation

- **Circuit House:** Circuit houses are tourist bungalows which offer rooms to high ranking government officials. They have the facility of cooks and attendants who are trained to provide efficient services.
- **Youth Hostel:** Youth hostels offer clean and affordable rooms to young people who are travelling either independently or in groups for holiday or educational purposes (school trips).
- **Yatri Niwas:** They basically provide cheap accommodation to tourists. They are normally located at tourist destinations such as beaches, lakes, forests etc. They cater to middle class and budget tourists.
- **Forest Lodge:** Forest lodges offer accommodation to tourists who are visiting wildlife sanctuaries. They are usually located next to sanctuaries so that guests can have a clear view of the forest from their rooms. The ground floor generally has the dining hall, kitchen, parking and reception area. The upper floor has the rooms.
- **Dak Bungalow:** Dak Bungalows are constructed to provide accommodation to officials travelling on government duty. They are basically small rest houses with a limited number of rooms and are situated in areas which are important from the point of view of government duty. They are available at low rates and provide staff such as cooks and attendants.

Examples of Supplementary Accommodations provided by U.P. Tourism in Agra

1. Youth Hostel, Sanjay Place, M.G. Road, Agra.
2. District Board Guest House, Baluganj, Agra.
3. PWD Inspection Bungalow, M.G. Road, Agra Cantt.
4. Railway Retiring Rooms, Agra Cantt. Railway Station.
5. Agra Club Mall road, Agra.
6. Circuit House Taj road, Agra.

**INTEXT QUESTIONS 20.2**

1. How many rooms does a large hotel have?
2. If someone has to stay overnight in a city due to a delay in catching a connecting flight, which type of hotel should one choose?
3. What is the different basis of classification of hotels?

**ACTIVITY 20.2**

Prepare a list of Supplementary/Alternative accommodation available in key tourist destinations of any District/City/State. What is their importance in promoting tourism?

20.5 GUEST EXPECTATIONS DURING ARRIVAL AND DEPARTURE

Very few hotels are able to consider themselves to be truly luxury hotels. This is because these hotels have the ability to meet their guests expectations continuously, no matter what the cost is. Today, luxury hotels are aiming for ultra-luxury status. To do this, quality of service and meeting guests expectations are two factors which make a huge difference. This includes being exclusive, sophisticated, and meeting every demand of guests. The best hotels in the world are the ones which provide their guests with the best of everything and maintain high service standards all the time. Maintaining high level of service is done by understanding a guests' expectations, setting service standards to meet these expectations, training the staff to comply with service standards, so as reduce the gap between expectation and service.

Guest Expectations During Arrival

- Warm and friendly greeting and welcome.
- Well groomed staff with good communication skills.
- Efficient and quick check-in procedure.
- Clean and well maintained rooms.
- Efficient luggage handling by the bell desk (from car to room).
- Recognition of guest and addressing by name especially if they are regular guests.



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**Notes****Guest Expectations During Departure**

- Efficient and quick check-out (especially bill settlement).
- Warm and friendly seeing off by staff at reception.
- Efficient luggage handling by the bell desk (from room to car).
- Well groomed staff with good communication skills.
- Efficient and effective handling of complaint (in case of any problem during stay).
- Invitation to revisit again. To make the guest feel special.

**INTEXT QUESTIONS 20.3**

1. What are the two most important factors which can make a guest happy?
2. List two most important guest expectations during departure.

**ACTIVITY 20.3**

Prepare a list of Hotels in your city/state. Find out information regarding the number of rooms, facilities and services offered by them. Also classify them on following basis-

1. Star 2. Size 3. Type of guests 4. Ownership 5. Supplementary

20.6 VARIOUS DEPARTMENTS OF A HOTEL

A hotel can provide good service, when all its departments work together in an efficient and effective manner, by showing good team work, coordination and communication.

The most important function of a hotel is to provide Food and Accommodation to a guest. To do this, there are a number of departments, who function together in coordination.

These departments are broadly categorised into two parts:

1. Operational Departments (Core Departments)

- Front Office.
- Food & Beverage Service.
- House Keeping.
- Food Production (kitchen).

2. Administrative Departments (Non-core Departments)

- Maintenance department.
- Account department.
- Human resource department.
- Security department.
- Purchase department & Stores.
- Sales & Marketing department.

Front Office

The main functions of this department are:

- To assign a room to the guest. This process is called as check-in.
- To maintain the room records for reservation purpose.
- To collect room and other charges for various services used by guests during their stay at the hotel.
- To take advance booking for rooms.
- To handle the phone calls of hotel.

Food and Beverage Service

The main functions of this department are:

- To provide food & beverage facilities to the guest.
- To provide food & beverage for groups, conferences, meetings, theme parties etc.

The different sections are:

- Restaurants.
- Room Service department.
- Banquet department.
- Bar.

Food Production (kitchen)

The main functions of this department are:

- To provide various type of dishes to the guest as per the menu.
- To provide food for various banquet parties.
- To provide food to the staff of hotel.
- To prepare different type of dishes for special occasions.



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**Notes****Different sections of kitchen:**

- Hot Kitchen:
- North Indian.
- South Indian.
- Tandoor section.
- Chinese or Oriental kitchen.
- Halwai or Indian sweet section.
- Pantry or Salad Section: tea/coffee, juices, salads, breakfast items etc.
- Butchery or Cold Kitchen: for making different types of chicken, mutton, beef cuts etc.
- Bakery and Confectionary: for making cookies, cakes, pastries etc.

Housekeeping

The main functions of this department are:

- To take care of the cleanliness of rooms and the hotel building.
- To maintain the linen room for supply of linen items(table cloth, bedsheet etc.) to guest rooms and other departments.
- To maintain gardening work.
- To maintain guest laundry facility for room guests.
- To maintain staff laundry facility for staff of the hotel.

The different sections of this department are:

- Linen room.
- Housekeeping desk.
- Housekeeping store.
- In-House laundry.
- Gardening department.

Finance

The main functions of this department are:

- Preparation of budget and distribution of revenue and expenditure for various departments.
- Maintain all account related books in accordance with the government rules and regulations.

- Preparation of balance-sheet of the hotel.
- Coordinating with Government offices for tax and revenue related matters.
- Disbursing salaries to employees.
- Keeping the account of revenue generated and expenditure under various heads for each department.

Security

The main functions of this department are:

- To be responsible for safety and security of guests of hotel.
- To be responsible for safety of employees.
- To keep a check on theft cases of the hotel.
- To keep a record of received materials and dispatched materials of or for the property.
- To keep a record of movement of fixed assets of property.
- To keep a check on unauthorised entry of people.

Human Resource

The main functions of this department are:

- Recruitment and selection of employees for the hotel as per requirements.
- Training and development of employees.
- Maintenance of attendance records, leave records etc.
- Maintenance of personal file for each employee with all details, for the purpose of periodic evaluation.

Sales & Marketing

The main functions of this department are:

- To sell the rooms and various conference facilities to various guests.
- To create a brand image of the hotel in the market.
- To act as an agent for hotel and provide various information to companies.

Maintenance

The main functions of this department are:

- To maintain all the equipment of the hotel.
- To maintain all the furniture and equipment of rooms and other areas of hotel.



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**Notes****Purchase Department & Stores**

The main functions of this department are:

- To purchase materials from the market as per requirement of various departments of hotel.
- To coordinate with different companies for supply of perishable or non-perishable goods.
- To store all the purchased items properly as per basic rule (First-In.First-Out.-FIFO).
- To issue the material to the user department of hotel after making proper record.
- To maintain the smooth flow of perishable and non-perishable goods for the department.

**INTEXT QUESTIONS 20.4**

1. List the operational departments of a hotel.
2. What are the main functions of the Food & Beverage department?
3. Which department is responsible for selecting employees for jobs in a hotel?
4. Name five different sections of the Food Production department.

20.7 DIFFERENT TYPES OF CUISINES

As we know India is known for its diverse culture. The diversity is found in every sphere of life, whether it is costume, culture, cuisine, religious philosophy. Geographical conditions of different regions play an important role in the creation of different kind of food habits. For instance Kashmiri Pandits relish meat dishes. Hence it is an important part of their cuisine.

Sometimes tourists belonging to different religions require special meal. In the hotel industry particularly the food and beverage services, one should know the different requirements of the tourists belonging to different religious sects of different religions. For non-vegetarian segment Muslims will take only Halal meat. Similarly, the Jews take only Kosher meat. Contrary to this, the Sikhs will only take Jhatka meat.

In the vegetarian segment Jain food is different to other vegetarians foods. Jains take meals which do not contain garlic and onion.

20.7.1 Domestic Cuisines

Kashmiri cuisine : (North)

Kashmir is a geographical region in the far north of the Indian subcontinent. It is one of the most sought out tourist destinations of India. Tourism forms an integral part of the Kashmiri economy. Often dubbed “paradise on Earth,” Kashmir’s mountainous landscape has attracted tourists for centuries. The cuisine of Kashmir is famous for its delectable vegetarian as well as non-vegetarian dishes. Traditional Kashmiri food includes dum aloo (boiled potatoes cooked in spicy gravy), tzaman (a solid cottage cheese), rogan josh (lamb cooked in rich spices), zaam dod (curd), yakhayn (lamb cooked in mild spices), hakh (a spinach-like leaf), rista-gushtava (minced meat balls in tomato and curd curry) and of course rice, the staple food of Asian culture.

The cuisine was later influenced by the people who came with Timur from the area of modern Uzbekistan, as well as by Persian, and Afghan cultures.

The traditional 36-course wazwan is considered the richest of Kashmiri cuisines. Probably it is the highest number of in the world. The preparation is considered an art and is traditionally cooked by a vasta waza, or head chef, with the assistance of a court of wazas, or chefs. The wazwan is prepared for a big event, especially marriages. Guests are grouped into fours for the serving of the wazwan. Before the meal, washing of hands is done ceremoniously as a jug and basin called the Tash-t-Nari are passed among the guests. A large serving dish piled high with heaps of rice, decorated and quartered by four seekh kababs (kebabs), four pieces of methi korma (a mild curry) is served at the beginning. The culinary art is passed down from one generation to another but rarely passed to other than blood relations.

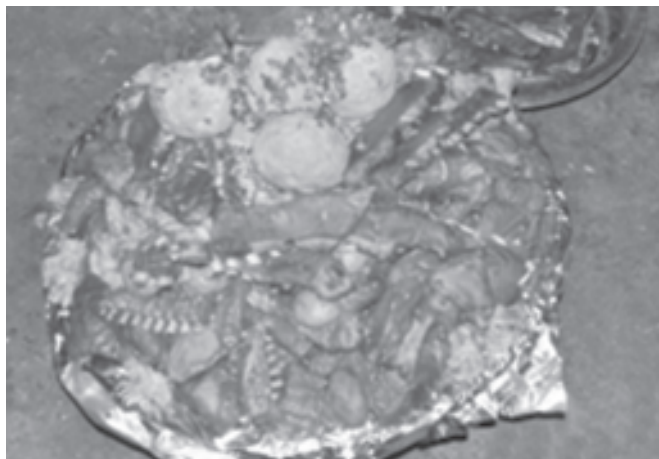


Fig. 20.1: Wazwan



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**Notes****Beverages:**

Kashmiris are heavy tea drinkers. The word “noon” in Kashmiri language means salt. The most popular drink is a pinkish colour salted tea called “noon chai.” It is made with black tea, milk, salt and bicarbonate of soda. The Kashmiri Pandits refer to this chai as “Sheer Chai.” The Kashmiri Muslims refer to it as “NoonChai” or “Namkeen Chai” both meaning salty tea. Noon Chai or Sheer Chai is a common breakfast tea in Kashmiri households and is taken with breads like baqerkhani brought fresh from bakers. Often, this tea is served in large *samovars* (tea container).

Kahwah:

At marriage feasts, festivals, and religious places, it is customary to serve kahwah, a green tea. It is the cultural identity of Kashmiris.

Punjab Cuisine (North)

Punjab the land of the agricultural revolution, has a cuisine which caters to the characteristic needs of the people. The food is not fine in its flavour but it has heavy and rich masalas cooked liberal amount of clarified butter (desi ghee) and always served with butter or cream. Milk and its products are an essential part of everyday cookery. Curds and butter milk are an essential accompaniment with every Punjabi meal. They also differ in flavours and styles from one district to another. There are certain dishes which have standard popularity e.g. maa-ki-dal, sarson-ka-saag and makki-ki-roti. Basically Punjabi food is suitable for those who work in fields as it has a lot of calories.

Characteristics of Punjabi Food

- Punjabis are mainly bread (wheat) eating people, hence rice is cooked only on special occasions.
- The main masala in a Punjabi dish consists of onion, garlic, ginger and a lot of tomatoes fried in pure ghee.
- The food can be either vegetarian or non-vegetarian.
- Large amount of desi ghee is used.

Some of the popular Punjabi dishes are: Pakora, Samosa and Chicken tikka. The main dishes are:

- (a) Dal makhani
- (b) Sarson ka saag and makki-ki-roti
- (c) Butter chicken

The dessert includes:

- (a) Phirnee
- (b) Jalebi
- (c) Malpua



Fig. 20.2: Makke ki roti sarson ka saag

Hyderabadi Cuisine (South)

Hyderabadi food developed as a result of the Nizams (Kings) of Hyderabad. This is because Hyderabad is a city created by the Nawabs of Golconda. It has developed its own type of food over several centuries. The word ‘Nawabi’ is commonly used for Hyderabadi food. It is heavily influenced by north Indian cuisines like awadh, mughlai and tandoori. Hyderabadi food is never complete without the mention of the ‘shahi dastarkhan.’ The dastarkhan is the dining place where the food is served and eaten. The dastarkhan holds a place of reverence in every household. Hyderabadi food has been influenced by various regional and international cuisines. It has also been able to contribute towards making Indian food popular worldwide. eg. Biryani.

Some of the main and popular dishes of Hyderabad are:

- (a) Shikampuri kebab
- (b) Seekh kebab
- (c) Nahari
- (d) Bagara baingan
- (e) Mirchi ka salan
- (f) Nizami murgh handi



Fig. 20.3: Seekh kebab



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The famous dessert includes:

- (a) Faluda
- (b) Double ka meetha
- (c) Gil-e-firdaus

Kerala Cuisine:

Kerala cuisine consists mainly of coconut based foodstuff. Coconut is one of the major products of Kerala. Therefore, coconut is used liberally over here. Kerala's backwaters are one of the tourist destinations and attractions. Kerala is also known for sea food. In fact, it is considered a paradise for sea food lovers. All over the world Kerala is known as the "Land of Spices". Even the Kerala cuisine is known for its spicy and hot food. Traditionally, Kerala food is served on a banana leaf. There are several seafood specialties. Popular Vegetarian Food is Aviyal which is served as an accompaniment with rice in Kerala. Vegetables commonly used in avial are elephant yam, pumpkin, carrots, beans, cucumber, drum stick, etc. Avial has a unique place in Kerala as well as Tamil cuisine. Olan is another vegetarian dish of Kerala .



Fig. 20.4: Avial

Some of the non-vegetarian dishes include Piralen (chicken stir-fries), Meat Thoran (dry curry with shredded coconut), Duck curries, and Meen Molee (spicy stewed fish), and Fish poriyal (fish fry). Seafood is the main diet of Coastal Kerala. Whereas vegetables are the main diet in plains of Kerala, meat is the main course among tribal and northern Kerala.

Bengali (East)

Bengali food is a style of food preparation originating in Bengal, a region in south eastern Asia which is now divided between the independent country of Bangladesh and the Indian state of West Bengal. Bengali food is well known for the vast range of rice dishes and various preparations of freshwater fish. The traditional society of Bengal has always been dependant on agriculture, so

hunting was uncommon. This place is a paradise for seafood lovers. There is an abundance of seafood specialties. The most popular non-vegetarian food is shrimp coconut curry and fish poriyal. Since rearing of animals was not a popular activity one can see little place for meat in the cuisine. Being a coastal state fish is the dominant non vegetarian food state. More than 40 different types of freshwater fish are found. Also snacks are commonly eaten along with tea, a practice which can be linked to British rule. Sweets occupy an important place in the diet of Bengalis and also at special occasions. The sweets are generally made of sweetened paneer (chhena), khoa or different cereals.



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Characteristics of Bengali Food

- The main ingredients of traditional Bengali food include rice, masoor dal, moong dal, mustard oil, mustard paste, poppy seeds (posto), and coconut.
- Since Bengal is the land of mangoes, different varieties are used in various forms such as ripe, unripe and pickle.
- Hilsa fish is considered very special.
- Five spice mixture (panch phoran) is commonly used in making vegetables. Some of the popular dishes are:
 - (a) Muri (puffed rice)
 - (b) Jhal-muri (spicy puffed rice made with masalas)
 - (c) Moa (ladoo made with puffed rice and gurrh)
 - (d) Khichu (Pulao type rice preparation)
 - (e) Paturi (Fish wrapped in banana leaves and steamed)
 - (f) Jhol (Any type of veg/non-veg gravy dish)

Desserts for which Bengal is famous for :

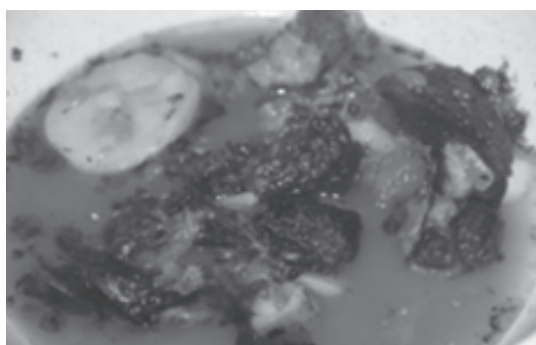
- (a) Sondesh (made from sweetened paste of paneer)
- (b) Rasgulla
- (c) Chamcham(made with khoa/mava)



Fig. 20.5: Sondesh

**Notes****Nagaland Cuisine:**

Features of Nagaland cuisine include varieties of meats and fish which are often smoked, dried or fermented. Different Naga tribes have their own cooking styles, though many of them are common. A typical Naga table consists of a meat dish, a boiled vegetable dish or two, rice and chutney (Tathu). Nagas tend to prefer boiled edible organic leaves. Some common dishes are “fermented bamboo shoot” (made from the tender shoot of the Bamboo tree) with fish and pork. Axone (soyabean boiled, fermented and either smoked or sun dried) with smoked pork and beef. Smoked meat is produced keeping the meat above the fire or hanging on the wall of the house.

**Fig. 20.6: Smoked pork dish**

Naga food tends to be spicy(chillies). There are different varieties of chillies in Nagaland. The ginger used in the Naga cuisine is spicy, aromatic and is different from the common ginger. Garlic and ginger leaves are also used in cooking meat. Sichuan pepper is a popular spice used by the Nagas.

Manipur Cuisine:

Manipuri cuisines are simple, tasty, organic and healthy. Dishes are typically spicy and use chilli pepper rather than garam masalas. Hence they are healthy, simple and organic foods. Most of the cuisines are cooked without oil.

**Fig. 20.7: Chahao kheer**

Basic Diet

The staple diet of Manipur consists of rice, fish, and large varieties of leafy vegetables (both aquatic and terrestrial). Manipuri's typically raise vegetables in a kitchen garden and rear fishes in small ponds around their houses. Since the vegetables are either grown at home or obtained from local market, the cuisines are very seasonal, each season having its own special vegetables and preparations. The taste is very different from mainland Indian cuisines because of the use of various aromatic herbs and roots that are peculiar to the region like Nungshi hidak (Mint), Maroi napaakpi (Hooker chives), Awa phadigom (Mexican coriander) etc. Chahao kheer is a popular dessert of Manipur. Various kind of mushrooms also form an important part of the cuisine.

Gujarati Cuisine (West)

It is one of the few cultures where majority of the people are vegetarian. A wide variety of food is cooked in Gujarati homes as there are different recipes from different regions of Gujarat. For example, a standard everyday meal is dal-bhaat (dal-rice), rotli-shaak (roti-subji). Salt, sugar, lemon, lime and tomato are commonly used to prevent dehydration as temperatures often reach 50 degree in the summer. The food varies in taste and heat depending on a family's individual taste and caste. Gujarati food is mainly vegetarian, energy efficient, environment friendly and highly nutritious with many different types of taste and flavours.

Characteristics of Gujarati Food

- Basic food includes salad, homemade pickle (achar), khichdi and buttermilk (chaas).
- Regular fasting with a diet limited to milk, dry fruits and nuts is common.
- A typical Gujarati thali consists of rotli (roti), dal or kadhi, bhaat (rice) and shaak (vegetables).
- It is common to add little sugar or gurrh (jaggery) to some of the vegetables and dals

The other popular dishes are:

- (a) Dhokla
- (b) Khandvi
- (c) Khichu
- (d) Undhiyu (Vegetable consisting of eggplant, potato, carrots and root vegetables)



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- (e) Batata Sukhi Bhaji (dry potato vegetable)
- (f) Bhinda nu shaak (okra curry)

**Fig. 20.8: khandvi**

The Dessert:

- (a) Mohanthal(dal halwa)
- (b) Shrikhand(hung curd flavoured with mango,elaichi or served plain)
- (c) Shakkarpara(common Indian sweet)

Rajasthani Cuisine

Rajasthan has different climatic zones. Therefore, there are different local agricultural and vegetable productions. Like its rich culture, Rajasthani cuisine is known for a splendid array of colourful, spicy and unique dishes. Rajasthani food is usually spicy and makes use of lot of ghee, without which no dish is complete. Most popular meals are the Dal-Baati-Churma and other specialties like Panchmel ki Subzi, Bajre-Moth-ki Bikaneri Khichdi and Mangodi ki Dal.

**Fig. 20.9: Dal-Baati-Churma**

Rajasthani food is characterized by the use of Jowar, Bajra, legumes and lentils. Its distinct aroma and flavour is achieved by the blending of spices including curry leaves, tamarind, coriander, ginger, garlic, chilli, pepper, cinnamon, cloves, cardamom, cumin and rosewater. Gram flour is a major ingredient in the preparation of some of the delicacies such as “pakodi” and “gatte ki sabzi”.

Powdered lentils are liberally used in the preparation of papad, mangodi etc.

Majority people of Rajasthan are vegetarians but the Rajputs are non-vegetarian. The most famous non-vegetarian delight is Laal Maas prepared as spicy mutton preparation which gets its color from Rajasthani red chillies. The laal maas tastes best when accompanied by the authentic Bajre ke Roti.

Along with agricultural production animal husbandry is also an important occupation. Thus dairy produce is an important item of Rajasthani cuisine. Milk, Curd and Ghee (Butter oil) are commonly used. Native Rajasthanis have a unique style of coupling the sweet dishes with the main (roti/puri) course instead of or in addition to vegetables or meat.

Halwa - Puri and Chakkis are a must on most festive occasion. In the traditional Rajasthani food particularly on occasions like a wedding feast, sweets are served first. Papad is the last item to be served. A variety of dal ka halwas are made from lentils such as Moong Dal Halwa, made of green lentil (split) or semolina (Sooji ka Halwa).. The state is also known for the many varieties of laddus (sweet balls) prepared commonly in the households.. Malpuas of Pushkar and Nagore, Dil Jani of Udaipur, Mishri Mawa of Ajmer have acclaimed the hearts of domestic and international tourists. Firni, Kalakand, Kaju Katli and Mawa Kachori sweet dishes are all time favourites.

20.7.2 International Cuisines

Chinese Cuisine

Chinese food is one of the most popular cuisine in the entire world. It is known for its unique and exciting taste and that is why one can find Chinese restaurants and food stalls in almost every big city throughout the world. Easy preparation using fresh and healthy ingredients, colourfulness and mixed tastes is the speciality of Chinese food. Chinese food is best eaten by using traditional tools such as chopsticks and served with Chinese sauces. Soup is also taken along with the main meal which is rice/noodles.

Characteristics of Chinese Food

- Aroma is provided by using using fresh ginger, fresh coriander, root garlic and peppers.
- Art of using different methods of cooking like stir frying, steaming, roasting etc.
- Food consists of many flavours provided by regional vegetables, tomatoes and soya sauce.



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- Thickening of sauce and soup is done by corn flour.
- Most of the food will have a combined taste like chilli, sweet and sour etc.
- Soya is one of the key ingredients and is used in many ways like beans, tofu, soya sauce etc.

Some of the popular dishes are:

- (a) Shark fin soup (Most popular traditional recipe of China).
- (b) Clear vegetable soup (Thin soup consisting of vegetables such as cabbage, mushroom, spinach, carrot etc.)
- (c) Dumplings(Steamed momos with either veg/non-veg stuffing, served with honey chilly sauce).
- (d) Roasted duck with plum sauce (Whole duck which is seasoned with spices and roasted, served with sweet plum sauce).
- (e) Hakka noodles (Steamed noodles with choice of veg/non-veg.)
- (f) Stir fried garlic vegetables (Variety of vegetables such as baby corn, mushroom, broccoli etc. stir fried in garlic, salt and pepper).



Fig. 20.10: Shark fin soup

Dessert

- (a) Honey fried noodles with ice cream (crispy fried noodles dipped in honey and served with vanilla/litchi ice cream).
- (b) Date pancake (batter of refined flour, egg, milk and sugar cooked into a thin base and stuffed with date paste).
- (c) Sesame Coated Caramelised Walnuts (Walnuts coated with sesame and thick sugar).

Thai Cuisine

Thai food is gaining popularity these days and has many influences from the outside world. The taste and ingredients used are very similar to Indian food

and spices. Chinese style cooking has a great influence on Thai cooking as one can find a large choice of stir-fried dishes in a Thai menu. The art of Thai cooking developed according to the cultural influences from other countries, mainly China and Western Europe. Thai food is light and the herbs and spices used as common ingredients have medicinal properties.

Characteristics of Thai Food

- Extensive use of noodles in different recipes.
- Use of two main types of curries – Green curry and Red curry.
- Ingredients such as coconut milk, rice flour, lemon grass, red chilly paste, fish sauce, peanuts and prawn paste are mainly used.
- Desserts are made of egg, coconut cream, honey and rice. Some of the popular dishes are:
 - (a) Som Tam: (Raw green papaya salad garnished with crushed peanut dressing).
 - (b) Sarong Prawn: (Deep-fried crispy wrap deep sea prawns with rice noodles and pineapple sauce).
 - (c) Tom Yam Koong : (A spicy and sour soup with tiger prawns and mushrooms).
 - (d) Black chicken in green gravy (Green Curry with Black Chicken cooked in coconut milk and flavoured with Thai sweet basil leaves)
 - (e) Kho Khun beef curry (Rich red curry of Kho Khun beef in coconut milk with peanut butter, and flavoured with lime and organic Thai sweet basil leaves)
 - (f) Fresh lime sea bass (Steamed whole sea bass(type of fish) flavored with lemon grass garlic and special chilli dressing and garnished with coriander leaves)



Fig. 20.11: Sarong Prawn



Notes

**Notes**

The dessert includes:

- (a) Khao niau mamuang (Sticky rice steamed with coconut milk served with thai mango)
- (b) Tamarind Sorbet (Tamarind flavoured ice cream)
- (c) Coconut flan (Creamy caramelized coconut pancake topped with almond flakes)

French cuisine

French food is one of the richest and most developed cuisine in the world. It is one of the first professional and organised types of food. It is well known for providing a large amount of knowledge in cooking due to extensive research and experiments. France as a country has different types of climate and this adds variety to its food. France is also famous for producing the best wine in the world. This is another point of advantage for French cuisine as wine is used a lot as an ingredient and also as an accompaniment. French people have a custom of drinking wine with all the courses that match with the food.

Northern France is known for seafood which is usually cooked with butter and cream. Southern France is known for olive oil, garlic and herbs. Eastern France is known for chestnut, mushroom, cabbage, cheese and sausages. Wine is widely used in all types of dishes irrespective of the region they come from. Bread is another important ingredient of French food. It is usually made of barley, wheat and other grains.

A French menu usually begins with the first course (Hors' d'oeuvres/starters), followed by the second course (soup), main course (different veg. and non-veg dishes) and ends with the last course (dessert).

Some of the popular dishes are:

- (a) French onion soup (onion flavoured soup)
- (b) Smoked salmon with tartar sauce (smoked grilled fish with fish sauce).
- (c) Consomme julienne (thin clear veg. soup).
- (d) Steak Diane (Flattened and marinated beef served with brown sauce).
- (e) Beef Stroganoff (spaghetti dish served with minced beef in brown sauce).
- (f) Poisson Colbert (grilled fish served with Colbert sauce).



Fig. 20.12: French onion soup



Notes

Dessert:

- (a) Pastries (Different types of flavours e.g. chocolate, pineapple etc.)
- (b) Crème Brulee (Caramel flavoured creamy pudding).
- (c) Lemon tart (soft flaky pastry base with lemon fill)

Middle-East Cuisine

Middle–East cuisine includes food from the following countries- Egypt, Syria, Iran,Iraq, Lebanon, Jordan, Saudi Arabia, Israel, Afghanistan and Kuwait. The Middle-Eastern region has formed the cradle of Islamic civilisation since the 8th century and this cuisine reflects the different cultures that have influenced this civilisation.

Characteristics of Middle-east Food

- The food mainly consists of fruits, grains, vegetables, meat, nuts, olive oil and spices that provide great variety and healthy life.
- Each region has its own unique characteristics and food helps define the culture.
- Large family dinners can consist of over twenty dishes and take several days to prepare.
- Wheat and rice are the major and preferred sources of cereals.
- Lamb and mutton are the popular meats of the region as pork is prohibited in Islam.

Some of the popular dishes are:

- (a) Hummus and pita bread (fermented chickpea sauce served with a type of bread)
- (b) Labneh (Cream cheese from Lebanon. It can be served on a plate, sprinkled with olive oil, olives, tomatoes, cucumbers and mint or simply spread on pita bread).

**Notes**

- (c) Sfeeha/Mediterranean meat pie (A combination of ground beef and lamb is stuffed inside puff pastry and baked).
- (d) Armenian grilled chicken breast (Boneless chicken piece seasoned with herbs and grilled)
- (e) Adana kebab (Marinated kebab recipe from Turkey).
- (f) Kibby-bel-Saneeya (Ground beef, pine nuts, and cracked wheat are baked together forming a spiced Lebanese dish).

**Fig. 20.13: Hummus and pita bread****Dessert of Middle East:**

- (a) Easy Baklava (Phyllo dough is layered with butter, cinnamon and nuts and baked, then topped with a honey syrup and allowed to cool before eating).
- (b) Kunafa (Crunchy shredded phyllo dough is layered with a creamy sweet cheese filling and soaked with rose water syrup in this dessert).
- (c) Namooora/Basboosa (This sticky Lebanese dessert is made with dry wheat flour, baked to a golden brown, and drizzled with sweet syrup flavoured with orange).

**INTEXT QUESTIONS 20.5**

1. What are the characteristics of Chinese cuisine?
2. The dish sarson ka saag is associated with
3. The dish Dal Baati Churma is associated with
4. List the two main characteristics of Gujarati food.
5. Dastarkhan means
6. Highlight the main characteristics of Kashmiri cuisine?

**ACTIVITY 20.3**

Visit some of the local restaurants in your area and get a sample menu of (i) Punjabi (ii) Hydrabadi (iii) West Bengal and (iv) Gujarati Cuisine.

Also write a note on the local food of your area/District/City/State.

**WHAT YOU HAVE LEARNT**

- Many people's definition of hospitality extends only to restaurants and hotels. In reality, it goes far beyond this and includes any organization that provides food, shelter and other services to people away from home. Therefore, the hospitality industry can be quite large and offers much career opportunities.
- The foot fall of tourists from these countries has been rising in recent years, as per the data released by the Ministry of Tourism, and is expected to rise in the coming years as well.
- In order to meet the requirements of these tourists, more number of hotels and restaurants will have to be constructed. This is because availability of good quality and affordable hotel rooms plays an important role in boosting the growth of tourism in the country. India is known for its diverse culture.
- The diversity is found in every sphere of life, whether it is culture, religion, architecture, costume on cuisine. Different states in India have numerous varieties of dishes to offer to the prospective tourists. Apart from domestic cuisine, number of international cuisines are also available in India.

**TERMINAL EXERCISE**

1. Give the full form of the following:
 - (i) HRACC
 - (ii) YHAI
2. What is the difference between:
 - (i) Chain hotel and independent hotel.
 - (ii) Franchise and management contract.
3. Write a short note on:
 - (i) Resort
 - (ii) Hospitality



Notes

**Notes**

4. What are the main functions of the Food & Beverage department of a hotel?
5. Differentiate between Commercial & Non-Commercial organisations.
6. Why is it important for hotels to meet a guest's expectations? List the guest expectations on arrival.
7. Using a diagram explain the classification of hotels in detail. Give examples in each type.
8. Explain in detail the major domestic cuisines of India. Give examples from each state

**ANSWER OF INTEXT QUESTIONS****20.1**

1. Attraction, Accessibility and Accommodation
2. (i) Commercial (Profit Oriented)
(ii) Non-Commercial (Non-Profit Oriented)
3. Hotel
4. It is natural or man made facility which offers item of specific interest to tourist, i.e. Taj Mahal, Akshardham temple, Educational facility, art, music, religion, adventure etc. Refer section 20.2

20.2

1. 100 to 299 rooms
2. Airport Hotels
3. (i) Star classification
(ii) Basis of size
(iii) Basis of location
(iv) Basis of type of guests
(v) Basis of ownership
(vi) Basis of Affiliation
(vii) Basis of Management

20.3

1. (i) Warm and friendly greeting and welcome
(ii) Efficient and quick check in
(iii) Clean and well maintained rooms
(iv) Staff who has good communication skills and well groomed (Any two)

2. (i) Efficient and good check out.
(ii) Warm and friendly seeing off by staff at reception.
(iii) Efficient luggage handling
(iv) Invitation to visit again. (Any two)

20.4

1. Front office
Food and Beverage service, House keeping
Food Production
2. (i) To provide Food and Beverage facilities to the guests
(ii) To provide Food and Beverage for groups, conferences, meetings and parties etc.
3. Human Resource Department.
4. Hot Kitchen-North Indian, South Indian
Tandoori Section, Chinese or Oriental kitchen, Halwai or Indian Sweet section

20.5

1. (i) Aroma is provided by fresh ginger, fresh coriander, root garlic and pepper.
(ii) Art of using different methods of cooking like stir frying, steaming, roasting etc.
(iii) Flavours provided by regional vegetables, tomatoes and Soya Sauce.
(iv) Thickening of sauce and soup is done by Corn flour.
(v) Most of the food will have combined taste like Chilli, sweet and sour.
(vi) Soya is one of the key ingredients.
2. Punjabi
3. Rajasthani
4. (i) Roti, Dal, Kadhi, bhat and Shaak.
(ii) It is common to add little sugar or gurrh to some of the vegetables and dals.
5. Dining table cloth.
6. The traditional 36-course Wazwan is considered the traditional Kashmiri cuisine. There is a lot of variety of non-veg dishes like Goshtaba and Nadr Yakhni etc. The non-veg dishes are mostly made of mutton and lamb. The beverages include famous Noon Chai and Kahwah etc..



Notes

**21**

FUNCTIONS OF TRAVEL AGENCIES AND TOUR OPERATIONS

Travel agents and tour operators play a major role in boosting tourism growth across the globe. They are today accepted as crucial component of travel and tourism industry. They contribute to revenue generation through travel trade operations by bringing together clients and suppliers. According to an estimate, they account for 70% of domestic and 90% of international tourists traffic globally.

In this chapter we will discuss the major functions of travel agencies and tour operators such as marketing and publicity, booking of tickets, itinerary preparation, designing of tour packages, processing of travel documents, travel insurance, travel research, conducting tours etc.

**OBJECTIVES**

After studying this lesson, you will be able to:

- explain the importance of Marketing and Publicity;
- explain the functioning of the following, Reservation of Tickets, Reservation of Hotel Rooms, Reservation of Ground Services, Selling Cruise Package;
- conduct research, training and development of marketing of tourism;
- analyse the relevance of Corporate Social Responsibility;
- design Package Tours;
- conduct FIT, GIT and FAM Tours;

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Notes

Functions of Travel Agencies and Tour Operations

- to provide Travel Information;
- coordinate with Public and Private Tour Organisations and
- appreciate the role of Disaster Preparedness

21.1 MARKETING AND PUBLICITY

Marketing and publicity of tourism products in general and tour packages and other services in specific is one of the major functions of travel agencies and tour operators. They involve in promoting and marketing all types of travel services such as tour packages, hotel services, air services, car rental services, travel insurance etc. They use both print and electronic-media for marketing and publicity of their products.

It is important to note that they play a vital role in marketing and publicity of destinations, attractions and other components of destinations. While playing hard in marketing their products, they also play the role of ambassadors of destination image and brand building. Marketing and publicity can bring rather unknown destinations on the tourist map. Now-a-days popular tourist spots are getting overcrowded. So, people are moving to unexplored areas. This trend can provide employment opportunities to the people in rural and remote areas. Travel agencies and tour operators should be truthful in marketing and publicity.

21.2 RESERVATION OF TICKETS

Travel agencies and tour operators sell a variety of products but reservation of tickets is still one of their sources of revenue. Reservation of airlines tickets, railway tickets, shiplines and bus tickets can be done either at agency counters or through reservation agencies available online these days. Due to stiff competition amongst airlines and low cost carriers in India and globally to an extent airlines are working on zero margin commission for travel agencies. In the recent years slowly the scenario is changing and online travel agencies are selling tickets online. Global Distribution Systems have changed the way ticketing used to be.



ACTIVITY 21.1

Have you ever tried booking a ticket online? Try this as part of your activity. Visit IRCTC website, create a log in id and use the given password and reserve a ticket to any station. Do not worry, you can always cancel the booked ticket if you don't want to travel.

21.2.1 Reservation of Hotel Rooms

Earlier Computer Reservation System (CRS) and now Global Distribution Systems have enhanced the way reservation of hotel rooms is done. Hotels are able to provide all the necessary information in advance such as category of hotel, type of rooms, facilities and services, meal plans, tariff and seasonal offers. Clients can search, compare, choose and book a room of their choice. One can also make online payments through internet banking or debit/credit cards etc. Specifications of rooms and facilities provided online should be the same as they actually exist. Guests should not feel cheated.



Notes



Do you know

The First Indian owned Travel Company

Pallonji Katgara & Jamshedji Dastoor established Jeena and company (a shipping and export company) with a startup finance of US\$ 75, a small capital in 1900. It then diversified into the travel field with Jeena Tours and Travels in 1920 and became the first Indian - owned travel company. In 1961, Jeena Tours and Travels was integrated with Travel Corporation (India) Pvt Ltd which grew to become India's largest travel company under the dynamic leadership of the Katgaras.

In 1951 Travel Agents Association of India (TAAI) was established setting the tone for organised travel business in India. Prior to TAAI, travel business in India was in the hands of Jeena & Company, Lee and Muirhead India Pvt. Ltd. and N. Jamnadas and Co. Ltd. Out of which Jeena ventured into outbound tours as well.

It was only in 1967 that a separate Ministry of Tourism and Civil Aviation was created under a cabinet minister. After that in India for the first time an integrated marketing plan was developed for this trade which has now become an Industry.

21.2.2 Reservation of Ground Services

Ground handlers at destinations provide a variety of ground services to tourists like cars, coaches, caravans, entertainment entries, guides, interpreters etc. In most cases reservation of these services may be done as part of a package tour but at times, individuals can also avail the facility reservation of these ground services these days as per their requirement either at the counters of service providers or online these days.

**Notes****21.2.4 Selling Cruise Package**

Cruises operate on the water hence sometimes have the disadvantage of direct sales but so long as intermediaries are available it hardly matters where you operate from. Travel agencies and tour operators are actively selling cruise packages to prospective clients. Most of these agencies are promoting and marketing cruise packages with a variety of offers and freebies to attract tourists.

Functions of Travel Agencies and Tour Operators

1	Marketing and Publicity	Package tours Destinations, attractions and other Services
2	Reservation of Tickets	Airlines Railways Buses Passenger ships Events
3	Accommodation Reservation	Hotels Resorts Motels Homestays etc.
4	Reservation of Ground	Cars Services Coaches Caravans Entertainment entries Guides, interpreters
5	Itinerary Preparation	Planning and preparing various types of itineraries and checking feasibility
6	Tour Packaging and Costing	Dealing with vendors, Market research Costing and pricing Designing of package tours Promotion and selling

7	Travel Information and Documents Processing	Handling enquiries Counselling Travel and destination information Passport VISA Customs Currency Health and security checks permits Immigration etc.
8	Research, Training and Development	Market study Customer behaviour Training man power Upgrading skills New product development
9	Travel Insurance	Personal Baggage Travel break-up Accidents etc.
10	Event management	Meetings Incentive travel conferences, conventions, exhibitions, seminars symposiums etc.
11	CSR	Corporate Social Responsibility towards stakeholders, clients, community and quality ethics



Notes



ACTIVITY 21.2

Visit a nearby travel agency/ tour operator and find out the formalities for travelling to a foreign country. Ask them to show the copies of the travel documents and collect copies and note the details.

**Notes****INTEXT QUESTIONS 21.1**

1. What type of methods are being used for marketing and publicity of tourism products?
2. Which technology has enhanced the speed of reserving tickets?
3. What are the modes of online payment?
4. Expand CRS.
5. Name the first Indian owned travel company.

21.3 PREPARATION AND PROCESSING OF TRAVEL DOCUMENTATIONS

There are listed documents required while going on a tour, especially on a foreign trip. Travel documents such as passport, VISA (It is an endorsement on a passport indicating that the holder is allowed to enter, leave, or stay for a specified period of time in a country), health certificates, vaccination, insurance, foreign currency etc. It takes time to get the VISA clearance from the concerned embassies. All such functions are handled by travel agencies and tour operators to help their clients a hassle free travel. Travel documents are very essential. If they are not in proper order, tourists may find themselves in big trouble, particularly on foreign trips. They may not be allowed to enter the country if documents are not in proper order.

21.3.1 Budgeting and Allocation

Financial management of any organisation or firm is quite an important function. Budgeting for different activities and overall smooth functioning is crucial part of management. They do a proper annual budgeting and specific a programme budgeting prior to allocation. Then funds, man power and other resources are allocated on the lines of budgeting. Without proper budgeting and sufficient allocation of resources, it is hard to imagine the sustenance of any organisation.

21.3.2 The Research and Development

Large travel firms usually have their own research and development departments. A lot of R & D activities are undertaken by them such as market research studies, itinerary feasibility, designing new package tours, new product development, customer preference studies, branding strategies, costing of products and so on. Though it may not be possible for smaller firms to do research, they too are involved in a limited research and development at the local level. R & D helps in the sustainability of firms, enhances market expansion and better service to the tourists.

21.3.3 Corporate Social Responsibility

Till recently CSR was seen as the social obligation of firms towards the society and communities they are working with but in the present market economics it has become an alternative way of positioning as well. Travel agencies and tour operators are also participating in social issues, community development, public awareness as part of their corporate social responsibility. Destination sustainability is only possible with the social responsibility of all the stakeholders of the industry. Hence the role of these travel firms through CSR stands vital to travel industry. Travel agencies and tour operators should ensure that their activities should not adversely affect the lives of the people and community. Corporate Social Responsibility is a new catching phrase these days, it implies that business organisation should make some direct positive contribution to the society. They can provide training and development facilities to generate pool of skilled work force, help in providing basic amenities in local govt. schools, empowerment of women etc.



Notes

21.4 TRAINING AND DEVELOPMENT

Human resource is the backbone of any organisation and it plays a greater role when it comes to service industry. There is a need for skilled man power to handle visitors/clients. It is only possible with a pool of trained professionals. Hence it is listed as one of major functions of travel agencies and tour operators for organisational growth and quality enhancement. Employees are trained in industry suitability skills, handling guests, crisis management, soft skills, sales and marketing and updating of operational skills with change in technology. This will help developing the capabilities of its human resource specifically and business of the organisation in general.



INTEXT QUESTIONS 21.2

1. List some of the travel documents.
2. What is VISA?
3. List some of the R & D activities done by travel companies.
4. What does CSR stand for?
5. What type of training is given to their employees by the travel companies?

21.5 DESIGNING PACKAGE TOUR

Preparing itinerary, designing package tours and costing are equally important functions of a travel agencies and tour operators. With the growing competition

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Notes

Functions of Travel Agencies and Tour Operations

in the travel market differentiation, their products is crucial to their sustenance and revenue generation. Expert teams and experienced travel managers from the research and development cells are involved in drawing itineraries, conducting familiarisation trips, studying the feasibility of the itineraries. It is followed by package tour designing, costing and finally launching it in the market.

This is how travel agency plays a vital role in the entire process of developing and promoting tourism.



Do you know

IRCTC also Sells Water!

‘Railneer’ bottled water is a product of IRCTC and they have their own bottling units! Indian Railway Catering and Tourism Corporation Ltd. (IRCTC) is a Public Sector Enterprise under the Ministry of Railways. IRCTC was incorporated on 27th September, 1999 as an extended arm of the Indian Railways to upgrade, professionalise and manage the catering and hospitality services.

While discharging its mandate, the Company has made a significant mark in its passenger-services oriented business lines like setting up of Food Plazas on Railway premises, Rail Tour Packages and ‘Internet Ticketing’ bringing a great deal of professionalism into the operations. In addition to the above, IRCTC is managing on Board Catering Services in Rajdhani / Shatabdi / Durgam and Mail / Express Trains and Static Catering Units such as Refreshment Rooms, AVMs, Book Stalls, Milk Stalls, Ice Cream Stalls, Petha & Peda Stalls etc. across the Indian Railway Network.

21.6 CONDUCTING FIT, GIT AND FAM TOURS

If designing of package tours is crucial to expert teams, it is even more crucial for the operational teams to conduct Foreign Independent Travel/ Free Individual Traveler (FIT), Group Inclusive Tour (GIT) and Familiarisation Tours. Specialised, customised packages may be required at times to meet the demands of these groups and individuals. Clear cut terms and conditions should be laid out before sale of any such tours. Tour manages, travel associates, interpreters, arrangement of guides, processing of travel formalities are some of the issues to be taken care of. Travel agencies and tour operators also conduct FAM tours apart from FITs and GITs as part of feasibility of the itinerary/ package tours or as promotional methods in collaboration with destination promoters and other service providers.

21.6.1 Provision of Travel Information

Information is the basis of primary motivators for prospective clients. It is important to convert lookers into bookers and it is possible only by providing them with the right kind of information. Since information is vast, proper organization, search mechanisms are required. A variety of information is provided by agencies and operators such as destinations, attractions, rates and tariff, accommodation alternatives, travel modes, package tours, travel formalities and much more. Information is made available not only at the counters but also through print and electronic-media, customer care service centres etc.



Notes



ACTIVITY 21.3

Make a phone call to a leading local travel agent/tour operator and enquire about their package tours and also seek a variety of information such as travel mode, accommodation, meal plan, attractions, activities and events at a destination.

21.7 COORDINATION WITH PUBLIC AND PRIVATE TOUR ORGANISATIONS

Public and private tourism organisations are an integral part of travel industry. Hence it is in the interest of the travel agencies and tour operators to coordinate with them for their own benefit. In India the Ministry of Tourism (MoT) is the supreme policy maker, Indian Association of Tour Operators (IATO), Travel Agents Association of India (TAAI) are major tourism organisations and Universal Federation of Travel Agents Association (UFTAA), Pacific Asia Travel Association (PATA), World Association of Travel Agencies (WATA), United Nations World Tourism Organisation (UNWTO), International Air Transport Association (IATA) and World Travel and Tourism Council (WTTC) are globally famous travel organisations. Coordination with these organisations can be of sharing data, memberships, policy suggestions, participation in travel fairs etc.

21.7.1 Travel Insurance

Travel insurance ensures insurance security to travellers' personal as well as baggage losses. Large travel firms in the present industry environment are offering travel insurance to their clients. A client who insures his travel buys a policy from an insurance company though the travel company which is generally included in a package tour. A typical travel insurance may cover insurance for life, accidents, medical treatment, baggage loss, trip cancellation and similar losses. Travel Insurance provides security net to the travellers and compensate the loss of life, baggage, cancellation etc.

**Notes**

21.7.2 Currency exchange

All outbound and inbound tours require foreign currency. Clients may require foreign currency of the destination country and clients visiting from a foreign country may need to exchange foreign currency for the host country currency. Foreign exchange service is permitted by the Reserve Bank of India and Foreign Exchange Management Act (FEMA) to the registered travel agencies and tour operators. They charge a minimum commission as per RBI rules to provide this service.

21.7.3 Organising conference/convention etc.

Event management is today a completely professional business. Organising seminar, conferences, conventions and exhibitions is also being undertaken by travel agencies and tour operators apart from their regular travel services though there are specialised event management companies for handling such events and programmes. It may be noted that many large travel firms are now offering exclusive Meetings, Incentive travel, Conventions/conferences and Exhibitions (MICE) packages which are handled by their MICE divisions.

21.8 DISASTER PREPAREDNESS

Due to the growing uncertainty about natural and manmade disasters such as cyclones, floods, earthquakes, tsunami, landslides, accidents, fires, stampedes, terror strikes and others, disaster preparedness is the most inevitable function of travel agency and tour operations. Safety and security of the visitors is prime responsibility of the operators and they should be prepared to handle all such disasters. A team of professional is these days, trained to handle such incidents and avoid any harm to their clients to a great extent. They also coordinate with the local disaster management teams to face such challenges.



INTEXT QUESTIONS 21.3

1. Expand FIT and GIT
2. Why are FAM tours conducted?
3. List some of the private and public tourism/travel organisations in India.
4. Expand UNWTO
5. What is the need for travel insurance?



WHAT YOU HAVE LEARNT

- The various functions of travel agencies and tour operations such as travel information, documentation, packaging tours, itinerary preparation, research, training and development etc.
- Marketing and publicity of package tours, their other products, services, plus destinations and attractions is one of the major functions.
- Travel information is shared with clients, counseling is done and processing of travel documents such as passport, VISA, getting clearances, health certificates, currency, immigration, security permits etc is also done.
- Training of human resource, development of new products and market research of segments, customer behaviour and other issues are also important functions.
- Preparation of itineraries, designing of package tours, all customised, tailor made and specialised, costing and marketing products which are major core functions of the business.
- Supporting and promoting Corporate Social Responsibility.



Notes



TERMINAL EXERCISE

1. List all major functions of a travel agency and a tour operator.
2. How are itinerary preparation, designing of packages tours and costing important for the tour related organisations?
3. What type of travel information is shared with the clients?
4. List out travel documents that travel companies involve in preparation and processing.
5. Why are research, training and development considered a serious function of travel companies?
6. Why should there be an increased focus on Corporate Social Responsibility? How can a travel agency fulfil its Social Responsibility?



ANSWER TO INTEXT QUESTIONS

21.1

1. Print and visual media such as brochures, leaflets, tele-ads, ads in newspapers, magazines, FAM tours, social media etc.

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2. Global Distribution System (GDS)
3. Internet banking, credit/debit cards, paypal etc.
4. Computer Reservation System
5. Jeena and company

21.2

1. Passport, VISA, health certificates, vaccination, currency, insurance, permits etc.
2. Endorsement on a passport indicating that the holder is allowed to enter, leave, or stay for a specified period of time in a country
3. Market research studies, itinerary feasibility, designing new package tours, new product development, customer preference studies, branding strategies, costing of products
Refer 21.3.1 section
4. Corporate Social Responsibility
5. Employees (human resource) are trained in industry suitability skills, handling guests, crisis management, soft skills, sales and marketing and updating of operational skills

21.3

1. Foreign Independent Travel/ Free Individual Traveler (FIT), Group Inclusive Tour (GIT)
2. To know the feasibility of the itinerary/package tours or as promotional methods in collaboration with destination promoters
3. MoT, TAAI, IATO
4. United Nations World Tourism Organisation
5. To secure against loss of life, baggage, accidents and travel interruptions etc.



Notes

21

FRONT OFFICE OPERATIONS

The main function of any hotel is to sell rooms which contributes the maximum towards revenue of the hotel. This job is mainly done at the reception counter which is also called the front office. Front Office Department is one of the most important departments of any hotel because for a guest, it is the first point of contact with the hotel staff. It performs various functions such as reservation, registration, check-in, check-out etc. It takes care of all the requirements of guests during their stay in the hotel. In this lesson, we will try to learn in detail about the significant functions and the responsibilities of the front office.



OBJECTIVES

After studying this lesson, you will be able to:

- explain the basic concept of a front office and its role;
- classify the room types and list their tariffs;
- describe the reservation process;
- describe the sections of front office and
- handle telephone, guest mails, messages, luggage and emergency situations.

21.1 FRONT OFFICE AND ITS ROLE

As you know that a hotel is a place where travellers can be given accommodation and food, provided that they are able to pay for it. There are various types of hotels in India as well as other countries. Almost all good hotels have a Front Office Department.

The front office is always the key point for processing reservations, registering guests, settling accounts and checking-out guests. It also handles the distribution

of guest room keys, mails, messages and providing other information to guests. These functions require diplomacy as well as situation handling skills. Many different types of guests come to a hotel and handling them requires a special type of professionalism.

21.2 ROOM TYPES AND TARIFFS

21.2.1 Types of Rooms

Single: This type of room usually has a single bed and is meant for 1 person.

Double: This type of room has a double bed and is meant for 2 persons.

Twin: This type of room has 2 single beds and is meant for 2 persons.

Twin Double: This type of room has 2 double beds and is meant for 2 families.

Lanai: This room has a good view as it generally has a balcony overlooking a garden or scenic beauty. Such rooms are generally there in resort hotels.

Suite: This type of room consists of a drawing room which is connected to one or more bedrooms. It has many extra facilities (expensive furniture, complimentary fruit basket, chocolates, kitchen facilities etc.) in comparison to other rooms. It is expensive as compared to other rooms.

Penthouse: This type of room consists of a set of rooms situated at the top most level of the hotel. It has an open view of the sky.

Adjacent: These are 2 rooms with private connecting doors. These doors permit access between rooms without going into the corridor.

Efficiency: This type of room has kitchen facilities attached to it. These are generally found in resorts where guests stay for a long time (1-2 weeks or more).

Duplex: This type of room has 2 different levels which are connected by a staircase. Generally the drawing room is at the lower level and the bedroom is at the upper level.



INTEXT QUESTION 21.1

1. Mention any three main functions of the Front Office.
2. Differentiate between a double room and a twin room.
3. Why is a suite more expensive than other rooms in a hotel?



Notes



Notes

21.2.2 Different Room Tariffs

The term tariff basically means ‘rate/charge’ and when it is applied to hotels, it means room rate. There are different types of room tariffs e.g. corporate rates, government rates, group rates etc. If a hotel room is not sold on a particular day that revenue is lost forever. Therefore different room tariffs have to be set. Room tariffs are decided by the management of the hotel.

The following are the various types of room rates:

- a) **Corporate Rate:** This rate is offered to companies who send their executives for meeting to other cities. Usually a discount of 10-20% on the standard room rate is offered as part of corporate rate.
- b) **Crib Rate:** This rate is offered to families who have a child below 12 years of age with them. An extra bed called ‘crib’ is provided for this purpose.
- c) **Group Rate:** This rate is offered by the hotel to those travel agents who make a group reservation at the hotel. A group usually has a minimum of 15 people.
- d) **Tour/Travel Agent Rate:** This rate is offered by the hotel to travel agents who make individual reservations at the hotel. Usually travel agents get discounts from hotels because they give bulk business to hotels in the form of many reservations.
- e) **Seasonal Rate:** This rate is offered by hotels when they have high business during the peak tourist season.
- f) **Off Season Rate:** It is meant to attract guests during the low season.
- g) **Government Rate:** This rate is offered to government officials who travel for official work.
- h) **Airline Rate:** This rate is offered to the staff of different airlines as they have to stay in different cities/countries during their duty.
- i) **Complimentary Rate:** This rate is offered to V.V.I.P.’S or other people who might be important for a hotel’s image. Basically, it is meant for providing rooms for free.
- j) **Rack Rate:** It is the maximum rate at which a room can be sold. Basically, the rates which are advertised by the hotels on their website and cards are the Rack rates.



ACTIVITY 21.1

Visit any three hotels in your town/city. Find out the types of rooms and rates they offer. Make a comparative list to establish if the facilities provided are matching the rates offered.



INTEXT QUESTION 21.2

1. What is meant by the following room rates?
 - (i) Seasonal
 - (ii) Complimentary
 - (iii) Government
 - (iv) Rack

21.3 RESERVATION

The term reservation can be defined as ‘An agreement between the guest and the hotel in which the guests rent the room from the hotel at a given time, for a fixed period of time.’

The reservation section is an important part of the front office department of a hotel. Its main function is the sale of guest rooms by taking future room bookings. In this way it generates income for the hotel. It is located at the back of the front office.

Reservation can be made through various methods such as the telephone, letter, email etc.

The importance of the Reservation Section:

- (i) It sells the main product of the hotel i.e. the rooms and therefore increases the income of the hotel.
- (ii) It helps the hotel to match the needs of the guest with available rooms.
- (iii) It helps in estimating the level of business that a hotel might get in the future.

21.3.1 Sources of Reservation

Sources are the different people or organisations that make reservations, such as:

Individual Guests who independently make reservations with the hotel on their own.

Travel Agents include travel agencies who make reservation on behalf of guests who are travelling on tour packages.

Companies who have separate travel departments who make their booking when they travel for official work.

Hotel Sales & Marketing Executives include staff of the hotel that approaches various business Houses. They try to sell the services offered by the hotel.



Notes



Notes

21.3.2 Types of Reservation

There are different types of reservations:

Confirmed – A confirmed reservation is a reservation in which the hotel has accepted the room request of a guest on a particular date for a specific period of time. Also it is able to guarantee the guest that the room will be available on the requested date and in the desired category. Usually, such a reservation involves payment of some advance by the guest for guaranteed availability.

Unconfirmed – An unconfirmed reservation is a reservation in which the hotel has accepted the room request of a guest but is not able to guarantee the availability of the room on the specific date due to unavailability of the requested guestroom.

21.3.3 Reservation Procedure

Reservation procedure can be divided into 2 types:

- a) Individual reservation
- b) Group reservation

a) Procedure for Individual Reservation

- The hotel first receives the reservation request from the guest either through telephone, letter or personally.
- The reservation assistant asks about the arrival and departure dates of the guest. Then information about the type of room and number of rooms is asked.
- The reservation assistant matches the reservation request of the guest with the room availability with the help of a computerised booking system.
- If the request does not match with room availability, other dates or types of rooms are offered to the guest.
- In case the request matches the room availability, the processing of the reservation is done by finding out other information from the guest. This includes name of the guest, position, company or home address, time and arrival details, billing details and any other special information. This information is recorded in the reservation form.
- Finally, the reservation assistant gives a confirmation number to the guests, which is proof of the confirmation by the hotel.

(b) Procedure for Group Reservation

- Firstly, the hotel receives the reservation request from the group either through a group leader or by personal meeting or some other mode.
- The reservation assistant asks about the arrival and departure dates of the group. Then information about the type of room and number of rooms is asked.
- The reservation assistant matches the reservation request of the guests with the room availability and with the help of a computerised booking system.
- If the request does not match with room availability, other dates or types of rooms are offered to the group.
- In case the request matches the room availability, the reservation assistant discusses with group leader about the number of rooms to be kept aside for the group and also the cut-off dates i.e. the last date till which the hotel will reserve the rooms for the group.
- The reservation assistant then starts processing the reservation request and takes other details such as name of the group, name of the group leader and group members, number and type of guest rooms required, date and time of arrival of the group, date and time of departure of the group, meal plans, billing details and any other special information.
- Finally, the reservation assistant gives a confirmation number to the group leader and then sends the confirmation letter.



Notes

**INTEXT QUESTIONS 21.3**

1. Define the term 'Reservation'?
2. What is an unconfirmed reservation?
3. List any two advantages of reservation.
4. List the different sources of reservation.

21.4 SECTIONS OF FRONT OFFICE**21.4.1 Reservation**

This section is responsible for booking rooms for the guest in advance.

**Notes****Functions**

- Receiving reservation requests through different sources like telephone, fax, e-mail and website.
- Processing reservation requests from the hotel.
- Maintaining and updating reservation records to give accurate information about room status.

21.4.2 Role of Reception at Front Office

This section is responsible for receiving and welcoming the guests on their arrival.

Functions

- Receiving and welcoming the guest.
- Completing registration formality.
- Assigning rooms to the guests.

21.4.3 Information

This section is responsible for providing information to the guests.

Functions

- Coordinating guests' mails, parcels and couriers.
- Providing information about the city and hotel facilities.
- Handling guests' messages.

21.4.4 Communication/Telephone

This section maintains the communication network of the hotel. There is a computerised call accounting system which charges the outgoing calls to the guest account.

Functions

- Answering incoming calls.
- Providing information on guest services.
- Directing calls to guest rooms.

21.4.5 Bell Desk

This section is responsible for escorting the guests to their rooms and familiarising them with hotel facilities, safety features and in-room features.

Functions

- Handling guests luggage during arrival and departure.
- Making general purchases like medicines and postage stamps etc.
- Locating a guest in a specific area of the hotel. This is called paging.
- Keeping guests' luggage in the left luggage room, if required.

21.4.6 Concierge

This section is responsible for providing personalised services to the guests. Usually in hotels, a concierge assists guests with various tasks like making restaurant reservations, arranging for spa services, recommending night life, hot spots, looking transportation, procurement of tickets to special events.

Functions

- Making reservations in restaurants.
- Booking tickets for movies, theatre and sports events.
- Arranging special transportation by luxury cars, helicopters and aircraft.

21.4.7 Cash and Bills

This section is responsible for recording all financial details of the guest.

Functions

- Opening and maintaining guest accounts.
- Preparing bills at the time of check-out.
- Handling credit card, debit card, cash and traveller cheque settlements.
- Organising foreign currency exchange.

21.4.8 Travel Desk

This section is responsible for making travel arrangements of the guest.



Notes

**Notes****Functions**

- Arranging pickup and drop services during arrival and departure.
- Providing taxis for guests.
- Organising site seeing in the city.
- Arranging for guides and translators.

**INTEXT QUESTIONS 21.4**

1. What is the role of reception?
2. Which section is responsible for providing personalised services to guests?
3. Which section is responsible for answering incoming guest calls?
4. What are the functions of the cash and bills section?

21.5 HANDLING PROCEDURES

Guest handling should be done in such a manner that no guest has a reason or opportunity to complain. In case of a complaint, the process should be to listen carefully and patiently to the guest and take immediate corrective action if possible. However, in doing all this, the hotels' interests and needs should also be kept in mind.

21.5.1 Telephone Handling**Rules of Telephone Handling**

- Always answer the phone within 3 rings.
- Always answer the phone with a greeting by saying good morning/good afternoon/good evening according to the time of the day. Then mention the name of the hotel and ask the caller's need. e.g. The XYZ, how may I help you?
- Always talk politely to the guests. Never be rude.
- Always listen attentively.
- Always keep a notepad and pen/pencil to note down important information.
- Always talk slowly and clearly so that the guest can understand every word.
- Always have a friendly and helpful attitude.
- Always be patient.

- Always take messages in case the other person is not available. Make sure that the message is delivered as soon as possible. In case of a message, take the following information – callers name, message, and phone number.
- Always close the call politely. e.g. thank you, have a nice day.

21.5.1.1 Rules for Incoming Calls

- I. All incoming calls should be answered within 3 rings or according to the standard procedure of the particular hotel where you are working.
- II. Business calls should always be answered with a phrase like, “Greeting according to the time of the day, ABC Hotel, May I help you?”
- III. Never put a caller on hold, but if you have to, be sure to check back with them every minute or so and ask if they would like to continue to hold. To let them know that they have not been forgotten, and that you are attending to their call.
- IV. Speak clearly, slowly and with confidence so that the person on the other end has the feeling that you know what you are doing.
- V. Never be rude to a caller, no matter how rude they are. Always remember to handle yourself in a professional manner. This includes handling the situation in a calm and cool manner.

21.5.1.2 Rules for Outgoing Calls

- I. Speak clearly and slowly.
- II. When calling another company, always give your name and the company’s name you work for to whoever answers the phone.
- III. If you dial a wrong number, say sorry to the person who answers the phone, do not just hang up.
- IV. When leaving a message, always state your name, company phone number and reason for calling.



ACTIVITY 21.2

Make an unconfirmed reservation at any hotel of your choice. Observe how they answer the phone and which information they ask you. How far does this information conform to the telephone handling code?



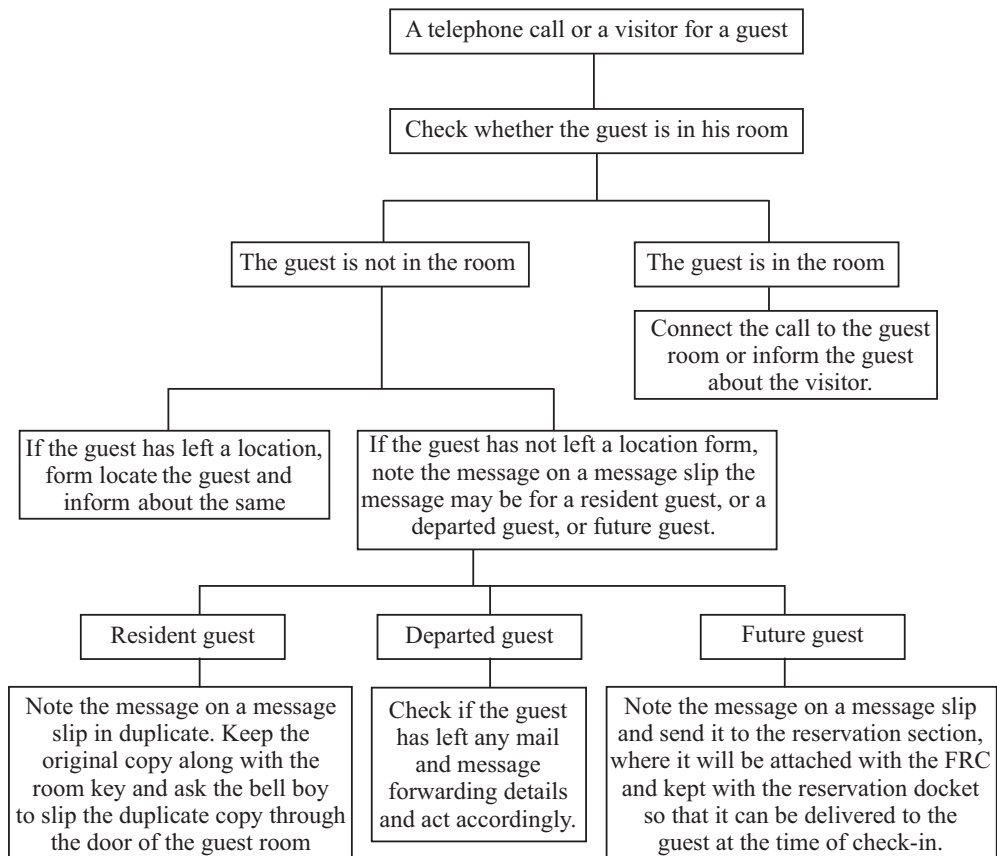
Notes

21.5.2 Message Handling

Sometimes there are telephone calls or visitors for a guest when they are not present in the hotel. In such situations, the front desk staff takes the message for the guests and delivers the same to the guests, when they come back. The process of receiving and delivering messages to guests is known as message handling. The immediate and timely delivery of messages to guests reflects the degree of professionalism of the hotel.



Notes



21.5.3 Luggage Handling

Arrival Procedure

- The guests arrive at the hotel entrance, where the doorman welcomes them.
- Then the bell boys take their luggage and escort them to the reception.
- While the guest checks-in, the bell boys will wait with the guest luggage at the bell desk.
- After the guest has completed all the check-in formalities, the bell boy takes the guest’s luggage from the lobby to the guest room.

- The bell boy will assist the guest in opening the room, placing the guests' luggage on the luggage rack (just next to the door) and also explain the various electronics and other equipments in the room.
- Then, he will wish the guest a good stay and report back to the bell desk.

Departure Procedure

- When the guests are leaving, they will phone the bell desk to get help with their luggage, if required.
- The bell boy will report to the guest room, take their luggage and escort the guests to the reception.
- The bell boy will wait for the guests to check-out. The luggage will be kept at the bell desk.
- Once check-out is completed, the bell boy will keep the guest's luggage in their vehicle (taxi/tourist bus) and wish the guests goodbye.
- Then, the bell boy will report back to the bell desk.

21.5.4 Situation Handling

For responding to various types of emergency situations such as bomb threat, death, theft etc. each hotel has its own procedures. The management should review all such procedures on regular basis so that the staff is able to respond quickly and efficiently. Staff training is helpful in avoiding panic, damage to property and loss of life. Some of the common emergency situations are:

Fire

- The first thing is to inform the Fire fighting department. Give exact details about the location and size of the fire as the fire tenders will need that information.
- Give your identification and department.
- The front office should alert all guests and inform them to use the staircase and not the lift.
- The telephone department staff should be alert during the fire to coordinate communication.
- The front office staff should make sure that old and handicapped guests are located and helped to leave the hotel.
- They must guide the guests through the staircase and help in extinguishing the fire by using fire extinguishers.
- After coming out of the building report to a central area so that a roll call can be made.

**Notes**



ACTIVITY 21.3

Organise a mock drill to handle a situation of fire accident with the help of some hotel nearby or Interview them as to what they will do in such a situation.



Notes

Death

- After getting information about a guest’s death, the front office staff should:
- Inform the general manager, the security office and call the hotel doctor.
- No noise about the death should be made to avoid panic among other guests.
- The general manager may decide to call the police.
- The body must be removed through the staff entrance and the room sealed till all police formalities are over.
- Family members/relatives/friends of the dead person are contacted through addresses entered in the registration card.

Sick Guest

- For minor sickness problems, the staff should be well trained to handle first aid. All hotels should have a first aid box available.
- In case of any major sickness a doctor should be called.
- Try to make the guest feel comfortable till the doctor comes.

Bomb Threat

- Raise the alarm.
- Call the security and other staff.
- Announce that all people should leave the building.

Theft

In order to avoid thefts in the hotel following steps are taken:

- Having security features in all guest rooms. e.g. automatic closing doors, door chain, peephole.
- Avoiding giving guest information such as room number to visitors.
- Proper guest key handling. The staff should never give the guest’s room keys to any unauthorised person.
- Having professional hotel security staff who take regular rounds.
- Keeping all entrances, corridors and staircases well lit.
- Reporting immediately any suspicious character.

Always Remember: The ‘silent complainer’ never comes back whereas the guests who complain openly give a chance to the hotel to make improvements.



INTEXT QUESTIONS 21.5

1. List the steps in handling a sick guest.
2. What is the first step in handling a fire situation?
3. Why is message handling important?
4. List the most important three rules of telephone handling.



WHAT HAVE YOU LEARNT

- The Front Office Department is the central point of all activities that take place between a guest and a hotel. The employees of this department are the first employees of the hotel to talk to the guest. This guest contact starts with the processing of the reservation and ends when the guest leaves the hotel. This department is organised into sections on the basis of jobs performed by the employees of each section.
- Sections like reception, information, bell desk, travel desk etc. are located in the lobby, close to the entrance of the hotel. Other sections which do not need to have direct guest contact like telephone and reservation, are located at the back of the department.



TERMINAL EXERCISE

1. Define the following:
 - a. Reservation
 - b. Government rate
 - c. Pent House
2. Write short notes on:
 - a. Luggage Handling
 - b. Reception
3. Explain the steps involved in a taking and processing a group reservation.
4. How will you handle the following situations?
 - a. If a fire breaks out in the hotel
 - b. A theft case in a room.
5. Explain the role of the front office and its importance in a hotel.
6. What are the various sections of the front office?



Notes

**ANSWERS TO INTEXT QUESTIONS****Notes****21.1**

- Reservation
 - Registration of guests
 - Settling accounts
- A double room has a double bed whereas a twin room has two single beds.
- A suite is more expensive because it has more space, more facilities and some complementary facilities also.

21.2

- Seasonal:** This rate is offered during peak tourist season when the hotels have a high business.
- Complementary:** Rate offered to V.V.I.Ps who are important for a hotel's image.
- Government:** Rates offered to government officials who are on official work and stay in a hotel.
- Rack:** The maximum rates which are advertised on their website and tariff cards.

21.3

- Reservation** is an agreement between the guests and the hotel in which the guests rent the room from the hotel for a given time and for a fixed period.
- Unconfirmed Reservation:** In this case, the hotel accepts the room request of a guest but is not able to guarantee the availability of the room on the specific date.
- Advantages of Reservation**
 - It guarantees the availability of the room.
 - It ensures the hotel authorities also about their income.
- Sources of Reservation**
 - Individual guests
 - Travel agents
 - Companies

21.4

1. Reception is responsible for receiving and welcoming the guests on their arrival. It completes the registration formalities and assigns rooms to the guests.
2. The Concierge section provides personalised services to the guests.
3. Communication/Telephone section
4. Cash and Bill Section

Opening and maintaining guest accounts. Preparing bills at the time of checking.

Handling credit card, debit card, cash and traveller cheque settlements. Organising foreign currency exchange.

21.5**1. Sick Guests**

The staff should be well trained to handle first-aid in case of minor sickness. Every hotel must have a first-aid box. In case of major sickness, a doctor should be called.

Try to make the sick guest comfortable till the doctor arrives.

2. The first thing is to inform the fire fighting dept. and give them the exact details about the location and size of the fire as the fire tender will need that information.
3. The message handling shows the professionalism of a hotel. The immediate and timely delivery of message to guests is always highly appreciated.

4. Important Rules of Telephone Handling

1. Always answer the phone calls within 3 rings.
2. Always listen attentively, and talk politely.
3. Always talk slowly and clearly so that the guests may understand every word.

**Notes**

ITINERARY PLANNING AND TOUR PACKAGING



Notes

The core business of travel companies, especially wholesalers and tour operators, is derived from selling tour packages. For any tour package to be designed, a well thought planned itinerary is most essential. Itinerary is central to any tour package around which all the other features are incorporated. A lot of planning, additions, deletions go into the process before final itinerary and the route along which a tour should be organised. The next stage is to design and package a tour around this itinerary which is developed into a final product for sale to prospective clients. Travel industry offers listless tour packages from tailor-made, customised to specialised. Hence, itinerary planning and tour packaging are considered to be central to the business of travel companies. In this chapter, we will learn about all that is necessary in formulating a feasible itinerary and designing a marketable tour package.



OBJECTIVES

After studying this lesson, you will be able to:

- explain the meaning and types of Itinerary;
- develop steps for preparing Itinerary;
- provide background information for preparing Itinerary;
- list Do's and Do Not's of an Itinerary;
- prepare Itinerary for FIT and GIT Tours;
- explain the meaning and types of Tour Packages;
- prepare Package elements and how to deal;
- identify with Package Tour Formulation Process;

**Notes**

- prepare Tour Brochure Designing; and
- prepare about Tour Voucher, Docketing and Programming of tours.

22.1 MEANING AND TYPES OF ITINERARY**22.1.1 Meaning of Itinerary**

An itinerary is a plan of a journey showing the route and the places that the visitor will visit. Thus, it is a schedule or timetable produced in association with a package tour. It is basically designed to identify the route, day-by-day journey format, origin, destination, and all the enroute halting points, period of halts along with accommodation, mode of travel, activities and other services offered during a visitor's tour.

An itinerary is not just a piece of information but a selling point aimed at convincing potential customers. Itineraries are also produced for travellers' booking flights; it then includes departure time, airport, terminal details, flight number, baggage limits, transits, seat allocation and minimum check-in time, which doesn't really include any marketing element. But package tour itineraries play a key role in attracting clients.

The quality of a tour package is determined by the suitability, nature and comprehensiveness of a tour itinerary. It is generally printed in tour brochures but only after the clearance from the expert team as it includes logical inclusion and sequential arrangement of a variety of features.

22.1.2 Types of Itinerary

A package tour itinerary may be divided into five types with the primary objective of reminding the duties and responsibilities of different stakeholders involved in organising a package to such as tour managers, vendors, coach drivers, interpreter, escorts and guides. Thus, the five types of itinerary can be tourist's itinerary, tour manager's itinerary, escort or guide's itinerary, vendor's itinerary and coach driver's itinerary. Another classification of itinerary may also be done keeping in mind the needs of tourists and convenience of tour operators such as GIT itinerary, FIT itinerary, Tailor-made itinerary and special interest itinerary. Let us now learn the nature of these types in detail.

Classification to remind individual responsibilities:

- **Tourists' itinerary**

Tourists' itinerary is given to a particular tourist for his reference as part of the package tour. A tourist expects the tour to be organised as per the itinerary mentioned in the package tour he/she has purchased. For planners

it is important to check its feasibility. Generally planners organise FAM trips in advance to have the feel of the itinerary and identify the limitations and they are rectified before they are incorporated into a package tour and made available for the reference of the tourists. Hence tour planners should take into consideration various aspects such as purpose of tour, budget, accommodation, transportation, choice of destinations and attractions, activities at destinations, legal issues, host and guest behaviour and so on. They may also keep certain things as optional.

Basically, a tourist itinerary is a reference for the tourist to follow during his journey like points of halt, hotel, time taken between two points, meal plans, activities, attractions to visit etc. apart from arrival and departure points/time and check-in check-out time. Tour operators are expected to strictly follow the itinerary. If they intend to change or modify it that should be only in the interest of safety and security of the guests. And they should take their client into confidence before doing that.

- **Tour manager's itinerary**

The role of tour manager is crucial to any package tour as he/she has to perform different duties from planning to actual operation of the tour continuously on the spot. Professional expertise, knowledge of different travel issues, crisis management and his/her own personal experiences matter a lot in organising a tour. Tour manager's itinerary includes the complete details of the whole tour from day one to the last day. Apart from the general details as listed in a tourist's itinerary a tour manager's itinerary also carries information about alternative arrangements, contact details, quick references, differential rates and tariff details, details of coach drivers and escorts and guides. This helps him/her to have complete control over the smooth conduct of the tour as well as to execute contingency plans if required at times.

- **Escort or guide's itinerary**

An escort or guide should know in detail where the group is being taken to, what activities and events are to be organised, time management of the tour and other group details. Vast experience, knowledge of practical ground difficulties, presence of mind and readiness to handle crisis of an escort or guide adds to the successful conduct of a tour. The escorts being physically with the group/tourist all through the journey, they are more than expected to deliver and keep the image of the company in high esteem.

- **Vendor's itinerary**

Vendors play a major role in delivering what is mentioned in the clients itinerary. Hence it is unavoidable but to be aware of the specific parts of the itinerary so as to make the necessary arrangements in advance and delivery to the fullest satisfaction of the guests when they arrive at their

**Notes**



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place. For instance, a hotel may organise a surprise welcome event when the group arrives as per the nature of the group and time of arrival, may offer special services and enhance the service satisfaction and value addition. It is possible only if the vendors know at least the specific part of clients itinerary which is expected from them.

● **Coach driver’s itinerary**

A typical coach driver’s itinerary includes group arrival point and time, pick-up points and time, turn around points, restricted areas of driving, sightseeing activities, other entertainment activities, parking spaces, entry points, drop-in points all with specific time. For instance, it may be seen that at places a driver is asked to drive slow which is mentioned in his itinerary so that tourist may have a better view of a monument and take photographs. A copy of the client’s itinerary resembles a coach driver’s itinerary with the above mentioned additional informations. This helps the driver in coordinating with the escort and managing the group.

22.2 STEPS IN DEVELOPING/PLANNING A TOUR ITINERARY

Step 1 – Research other tours in the market place

Careful planning is required when developing an itinerary for your tour. A helpful exercise is to take a tour which will be similar to the tour you wish to develop and obtain copies of other tour brochures for comparison. This will help you develop ideas for your tour, give you an idea of what is already in the market, give you detailed information on terms and conditions and provide possible ideas for brochure design and its content.

Step 2 – Name your tour:

Step 3 – Map out the duration, frequency and departure point of your tour

When will your tour depart? am/pm

When will your tour return? am/pm

How often will your tour operate? per/ wk

Where will the central departure point be?

Will you offer accommodation pick up? Yes No

Step 4 – List the major locations and highlights of your tour

Where will your tour travel to?

What are the main highlights that visitors are going to experience?

-
-
-
-
-
-
-



Notes

Step 5 – Research your tour content and commentary

List the main topics you wish to include in your commentary, such as flora, fauna, history, culture, as well as the main points to consider with each of these topics and the resources you will use to find the information.

Topic	Main points to consider	Resource

Step 6 – List any third party activities, attractions, entrance fees and inclusions

List any activities offered by other companies or entrance fees and determine if they will be included in your tour price or offered as extras. For example cruises, bike rides, entry into national parks, caves etc...

Description of activity	Supplier Details	Cost per Person	Included in price YES/NO



Notes

Step 7 – Obtain permission to access private and public properties

Whether you are passing through, stopping for meals or visiting attractions, it is imperative that you obtain permission in writing from the property owner prior to accessing any private property. If travelling through property managed by the Department of Environment and Conservation, you will need to apply for a *Commercial Operator’s License*.

If your itinerary includes entering Aboriginal Land, restricted area you will be required to apply for Entry Permits for which you will need to gain access approval.

Step 8 - Perfecting your tour timing

It is crucially important to map out your tour itinerary accurately to ensure that you arrive on time for activity and meal stops and return to your original destination at a reasonable time.

Stops	Time	Location	Type of stop – scenic, meal, activity
Start			
Stop one			
Stop two			
Stop three			
End			

Step 9 – Test driving your tour itinerary

It is very important to do several ‘try runs’ of your tour itinerary to ensure you get the timing right. It is also a good idea to invite people who have some knowledge of the industry and are prepared to give you constructive comments, to do a tour.



ACTIVITY 22.1

Prepare a model itinerary for a local tour in your state for 5 Nights/6 Days follow all the procedures and formulation process except for permissions and test drive. Discuss with friends in making it more viable.



INTEXT QUESTIONS 22.1

1. What is an itinerary?
2. Name the types of itinerary.
3. What is the difference between client's and vendors itinerary?
4. List the steps in planning an itinerary.
5. What types of permissions are required before finalising an itinerary?



Notes

22.3 BACKGROUND INFORMATION FOR PREPARING ITINERARY

1. Duration of the tour.
2. Minimum time for visiting each city.
3. Purpose of travel and special interest.
4. Selecting cities to be included in the itinerary.
5. Mode of intercity travel. (by road, rail, air)
6. Selection of any special air fare or rail fare.
7. Selecting the hotels to be used.
8. First arrival and last departure from international airport.
9. Inclusion of places requiring restricted area permits.
10. Best time for visiting

22.4 DO'S AND DO NOT'S OF ITINERARY

Do's

- Do add all places of halt with date and time.
- Do provide a brief summary of the city(s)/country and the sights.
- Do provide name of the hotel, type of vehicle, time of arrival and departure.
- Do include meal plans.
- Do provide links for additional information about the city, country, sights, restaurants, hotels.
- Do provide as many relevant maps as possible.
- Do provide names and places written in the local language.
- Do provide unique information about the destination (Ex: scams and customs).

MODULE – 6A

Travel and Tour Operation
Business



Notes

Itinerary Planning and Tour Packaging

Don'ts

- Don't add too many details which might cause confusion.
- Don't leave directions ambiguous. There are lots of distractions when coming into a new city, be as specific as possible.
- Don't forget about the nature of group, age group, physical disabilities, eating habits and language barriers.
- Don't go overboard on the hotel recommendations. Most hotels are pretty similar in a given price range.
- Don't include shops which are not registered, restricted areas without availing permits etc.
- Don't forget about restaurant recommendations.

22.5 ITINERARY FOR GIT AND FIT TOURS

GIT

A Group Inclusive Tour itinerary religiously follows the fixed itinerary and adheres to schedule. Any GIT package tour has no other option but follow it. The reason behind it that there is no scope for alterations as it is attached to several other pre-arrangements. Any change in the existing itinerary will cause complete disturbance in the total tour and affect the entire distribution channel. Services of a package tour along the itinerary like hotel room, cars, guide, flight, event entry etc. are fixed much in advance and any modification results in chaos and the entire schedule spoils. Then it becomes very difficult for operator as well as supplier to rectify or rearrange schedule. Immediate alternative changes may not be possible and it incurs loss for all the participants in the process. Groups with specific travel limits or individuals being part of such groups may tend to prefer such itinerary based tours since this also works on cost benefits to them.

FIT

Foreign Independent Tour itinerary leaves enough room for modifications. In a sense it is flexible and may help clients meet their personal requirements. Clients may ask the operator to make certain changes as per their interest and preferred activities. Operators may do the needful against the availability of flights, trains, vacant rooms and other services. Such an itinerary lends good space for tourists to do activities of their personal choice and interest. An immediate change in the schedule and alternate arrangement is possible here unlike GIT. Thus independent travellers prefer FIT tours as there is a lot of scope for additions and deletions to the itinerary. But such a flexibility always comes with an additional price.



ACTIVITY 22.2

Visit a major tourist place in your locality and meet a group on a package tour. Interact with them on inputs related to a package tour and write a note.



INTEXT QUESTIONS 22.2

1. What background information is required while preparing an itinerary?
2. List out some major do's of itinerary preparation.
3. List out some major don'ts of itinerary preparation.
4. Mention any two features of itinerary for FIT.
5. Mention any two features of itinerary for GIT.

22.6 MEANING AND TYPES OF TOUR PACKAGES

22.6.1 Meaning

Package tour is a package of transport and accommodation with some other services, which is sold as a single holiday package for an all inclusive price.

Packaged tours have revolutionised the way people travel in the modern day. The concept of package tour is as old as the introduction of paid holidays, annual paid holidays and Thomas Cook holiday programmes. This concept has received rapid attention in the world. Packaging is the combination of related and complementary services into a single price.

Package tour is the sum total of variety of services offered to the tourists in one price, which normally is less expensive than that of each individual items. Such tours largely include the services of accommodation, transport, food, guide and other ground and miscellaneous services. Transport and accommodation form a significant proportion of the cost and service of any organised package tour.

In short, package tours are very economical and convenient for tourists as they help them locate tourist spots, hotel and modes of conveyance with ease and at the appropriate moment.

Package tours not only save time and money tourists but also help suppliers to ensure sale of their services thus balancing the demand and supply in the travel market. Tour operator being a consolidator or wholesaler assembles primary and miscellaneous services with his own price tag. However, packages are designed



Notes

**Notes**

for the independent and group tours after comprehensive research and analysis before it is launched in the market.

22.6.2 Types

Package tours are generally classified on the basis of their operation and types of services included. These are basically classified into independent tour, escorted tour, incentive tour, hosted tour and freedom tour.

- **Escorted Tour:** An escorted tour is conducted sending along with the group/ individual a well trained, experienced and qualified, guide/escort to provide information and assistance to the group at the origin, en-route and the destinations about flight boarding, baggage handling, hotel check-in, meal arrangements along with interpretation about the places of tourist importance during sightseeing and all along the trip. The tour escort helps the group in check-in procedures, hotels, food facilities and provide timely assistance and advice wherever and whenever required. Escort is expected to have the requisite knowledge, presence of mind and crisis management skills.
- **Independent Tour:** A package tour is called as independent tour when tourists want to travel independently. It is designed for such people who want the services of their interest to be included as part of the package. These tourists are very much particular about selecting mode of travel, types of attraction at destinations and accommodation as it suits their time, comfort and budget. Either individual service is purchased or combination of services is bought by the client which is then packaged. One or more of the components may be changed as per the taste of the tourists. Such tour packages give a free hand to the tourists. Because these tours are designed as per their desire they ought to be costlier than the group tours. But the element of flexibility makes them more interesting. With the increasing awareness in this regard more tourists are now showing interest in such tours.
- **Hosted Tour:** A hosted tour refers to a tour handled by another agency, ground operator or destination management agency as their representative of the tour operator, wholesaler or principal provider. They actually play the role of a host on behalf of a tour operator away for making ground services like cab, coach, guide, confirmation of hotel rooms, toll taxes, entry tickets, etc. as per the agreement. The wholesaler may not have its presence in a particular destination and thus takes the help of another agency to host the tour. A tour operator operating from outside the country may have a different host at different destinations in host country. Hosting agencies take care of all the requirements of the tourists as per the contract.

- **Incentive Tour:** Incentive tour is an organised package tour conducted for employees usually sponsored by the business firms or corporate houses as incentives to their employees. These tours are also all-inclusive package tours that include all essential components of a standard package tour. Sponsoring firms bear all the costs on behalf of the groups/individuals for incentive tours to further encourage their employees as rewards or incentives. For example, if a team successfully completes a project for XYZ company and brings cash inflows, the management may send the team for a weeklong incentive tour to Singapore and bear all the expenses.
- **Freedom Tour:** Working class, these days, is inclined to travel but have limited disposable income. Such tours are designed as per the choices of the tourists. Tourists, individuals or groups of common interest, select services like travel mode, hotels, destinations, meal plans and activities etc. and plan for a tour. Such very flexible planning is assisted by tour operators and then they organise freedom trips. These are suitable for those people who want to decide where, when and how they want to travel and what they wish to do at destinations.



Notes



Do you know

Luxury Package Tours in Luxury Palace on Wheels!

Luxury rail packages have come a long way in India since the introduction of Palace on Wheels train in 1982. These days, there is an array of luxurious tourist trains offering extravagant luxury rail tour packages across selected destinations and regions for enchanting Indian holidays. Train tours offered by *Palace on Wheels*, *Maharajas Express*, *the Indian Maharaja*, *Deccan Odyssey* and *the Golden Chariot* are talk of luxury travel circuits around the world.

A typical luxury package on say Palace on Wheels may cost anywhere between US\$ 500 to US\$ 770 varying with seasons. The itinerary spanning over 7 nights and 8 days, is no less than a surprise box that makes you relish a new surprise every day. The journey lets you spend a fabulous week in India and bask the immortal grandeur of Taj, the mystical sand dunes of Jaisalmer, the romanticism of Udaipur, the historical magnificence of Jaipur, the adventure of Ranthambore and the never dying charm of Delhi the capital of India.

22.7 PACKAGE ELEMENTS AND DEALS

A package tour is a sum total of travel and other related services assembled to make it feasible and attractive to tourists. In designing package tours several

**Notes**

elements play a vital role. These elements can be listed as transportation (means of travel such as flights, railways, buses, ships etc.), accommodation facilities to stay at different points of halt, ground services such as luxury and other coaches, car rentals. Guides and interpreters, entertainment and activities, attractions at the destinations, insurance cover etc. The elements of a package tour hold the success and sale of package tour in the travel market. In order to make a package tour more appealing and attractive, wholesalers examine the buying ability of customers and the cost of components of the package tour, and finally add a profit margin to arrive at the final price of the package tour. Pricing of a package will also determine its sale and it's done after a proper costing and demands in the market.

Following elements play a major role in planning, designing, marketing, selling and attaining success and acceptance:

22.7.1 Accommodation

Accommodation is an important element of package tour and it shares a good amount of the total cost of package. Accommodation can be of primary and supplementary in nature. Primary service providers are the category star hotels, resorts, business hotels, and international hotels. They are the conventional accommodation operators with the provision of providing room cum food and allied services. Lodges, homestays, guest houses, bungalows, service apartments, etc. are supplementary service providers. Depending upon the nature of the groups package, operators include the right kind of a hotel accommodation into the package. Comfortable and safe stay is always a serious concern of tourists and this element determines the strength of a tour package.

22.7.2 Attractions/Sightseeing

Adding the most appealing attractions in a package tour sightseeing is one of the most important elements of a package tour. The best of experiences are counted on the kind of sightseeing conducted and not to forget inclusion of attractions to a package tour must be sequenced in such a manner that the customer satisfaction is enhanced from point to point. The most exciting should always be listed last and the itinerary needs to be planned in such a way. Sightseeing is, no doubt, the backbone of the whole tour package as it serves the prime objective of the tourists visit to a destination.

22.7.3 Transportation

Travelling is part of any tour. Transportation thus becomes yet another focal component of a package tour. The journey of a tourist from origin (place of

residence) to destination (host country or place of visit) involves tourists' movement and it requires a suitable means of transport. Safe, comfortable and quick modes of transport are wanting of the tourists. Quicker means help tourists spend more time at the destinations and at the same time can visit more places in a country. Transportation modes can be air travel, railways, buses, ships, cars etc.

- **Airways:** Air transportation in the modern days has great influence on the travel industry. Package tours especially international tours have benefitted a lot. This is a quick mode of transport and most foreign tourists prefer travelling by air. The component of air travel includes international and domestic flight tickets and on-board services.
- **Railways:** Railways are most used form of transport for package tours in countries like India and also Europe. Railways connect destinations which are away from airports or where air services are not available. For example, the Indrail pass, Eurail Pass, Brital Pass and AMTRAK are booked in advance to provide alternative and quickest mode of transport and different experience to the visitors. IRCTC in India is offering a variety of package tours such as Bharat Darshan.
- **Ships, Cruise or Ferry Services:** Passenger ships and ferry services are used for water transport. For example, ferries ply between Chennai, Vizag and Kolkata to Andaman and Nicobar islands. Certain operators are using this mode for package tours to these islands. They include room, food, drinks, sightseeing, entertainment, casino, etc on-board.
- **Bus services:** Bus services are mostly utilised in domestic tourism for short distance package tours. This is being used by regional tour operators to take tourists to interior destinations as well which otherwise can not be accessed either by air or train. Though there isn't much craze for bus services, they are part of any destination tour for group tours.

22.7.4 Ground Services

Ground services are also an equally important element of package tours. Tourists can not do away with ground services when they are at a destination. For local conveyance they need coaches, cabs, to know about places they may need guides and interpreters to help them convey in the language of the land. Car rentals, luxury coaches, other motor vehicles services are an active part of package tours enabling better travel with and around a destination.



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**Notes****22.7.5 Events and Activities**

Events are of different kind at destinations. Entertainment parks, theme parks, sports and leisure clubs are used for a variety of events and activities. Events such as meetings, incentive tours, conferences, conventions, exhibitions etc are some times part of certain package tours or package tours of such events are also offered by operators. Events and activities may be offered as complementary to tourists to add value to the package.

22.7.6 Insurance

Loss of baggage, loss to life and sudden withdrawal of tour or complete break of tour due to natural or manmade interruptions are issues related to travel. Insurance covers this loss and tourists can ensure safe journey plus surety against loss. Insurance companies have customised travel insurance for the foreign outbound travel for Indian travellers. Insurance now-a-days is included in the total cost of the package or otherwise one can choose from the travel insurance policies available in the market. Many nations have made it compulsory for the visitors to have insurance before entering their countries.

Monsoon Package Tours!

Monsoons may stop you from going out but there are good number of tourists preferring go on a holiday while it is raining all over especially Western Ghats in India. Monsoon tourism is now seriously being promoted by tourism departments of southern states Karnataka, Kerala, Tamil Nadu and also Maharashtra. Monsoon tour packages are selling and people from drier regions are showing more interest just to have the feel of rain amidst lush green forests of Western Ghats.

Major destinations for monsoon packages are Agumbe, Shimoga, Coorg, Munar, Yercaud, Dindigal, Amboli, Mandu, Ooty, Kodaikanal, Kudremukha, Mahabaleshwar etc. Inbound craze for monsoon tourism is also seen over the years especially from gulf countries and Europe. Though rain in many places is interruption for touring, in this case it itself has become an attraction and selling proposition for Western Ghats!

22.8 GROUP INCLUSIVE TOURS AND TAILOR-MADE PACKAGE OR FITS**22.8.1 Group Inclusive Travel (GIT)**

Group Inclusive Travel (GIT) comprise groups of travelers that share a particular mutual affiliation, such as belonging to the same club or business

organisation. This type of tour is mostly conducted with fixed itinerary. There can be short-halt and long-halt travel in case of the GIT. The former is meant for the MICE activities and the latter is apt for the leisure and pleasure activities. Group tour packages are comparatively cheaper as compared to the FIT tour packages. There is bulk of sale of hotel rooms, airline seats, and coach services in group organised as package tours. This type of tour differs from an escorted tour in that the travellers in a GIT share a commonality, while the members of an escorted tour share no common bond other than perhaps living in the same region. Tourists on special-interest tours travel to a particular destination for an experience that reflects their mutual interests, and travellers in GITs form a group merely to pool their purchasing power and realise savings.

**Notes**

22.8.2 Free Independent Tours (FIT)

Tour packages are customised with personalised services for the Free Independent Tours. Such deals offer flexibility in selecting services of their choice and interest and added to a tour package. They allow travellers more freedom to vacation on their own without following a scheduled itinerary or travelling with a group, yet these tours offer the traveller the convenience of paying for all facets of a trip prior to departure, including transportation, transfers, lodging, sight-seeing excursions and often some meals. The business of FIT is operated to reach out the niche customers as it satisfies the lifestyle and travel behaviour. Those tourists travelling on an independent tour outside their home country are referred to as FITs, and those free independent tourists traveling inside their home country are referred to as Domestic Independent Travellers (DITs).



ACTIVITY 22.3

Visit travel portals of top travel companies, study the salient features and note down the similarities and differences of various tour packages.



INTEXT QUESTIONS 22.3

- What is package tour?
- Name the types of tour package.
- What is an escorted package tour?
- List some major elements of package tours.
- What is the major difference between an FIT and GIT package tour?

22.9 PACKAGE TOUR FORMULATION PROCESS**Notes**

Formulation of a package tour involves managerial approach and the process involves proper planning, itinerary preparation, designing, costing and marketing. Research and development of firms invest time, money, experience and knowledge in the formulation of package tours. Before they are launched on full scale, marketing divisions do pilot launch and check the feasibility and possible acceptance of their new package tours. Below is a detailed sequence of steps followed in the formulation of tour packages:

- **Market research:** Marketing research involves study of the economy of the country to be visited, foreign exchange rate, demand for the product, consumer profile, competitors in the market, studying the product components like sightseeing, transport, baggage allowance, ground service etc., sales status, channels of distribution, and promotional measures.
- **Prepare an itinerary:** A well planned itinerary holds the key for success of a package tour. It needs to incorporate exciting places of interest and enough scope for events and activities.
- **Identification:** Identify and decide on mode of travel, hotels, destinations, dates, capacity and others.
- **Contracts:** Sign contracts with principal service providers. Agreements with various service providers well in advance is important. Contracts for timely delivery of services by hotels, transportation, entry permits, ground handler etc. has to be signed.
- **Costing of the package:** After having signed contracts and designing of package systematic costing of the package will be done, which includes cost to be incurred towards all elements of a package tour are summed up and then package is given a mark-up price before a price tag is decided upon.
- **Tour Brochure:** Promotional material is another important aspect in the formulation process. Both print and electronic media are widely used but brochures are an integral part of it which play a major role. Hence designing and printing attractive brochures and other material is very essential for marketing.
- **Marketing of the product:** In line with demand requirements of the markets right kind of marketing strategies are framed and then the product is marketed through the above listed means of promotional material.
- **Documentation:** This last step in formulation process includes copy of the clients itinerary, tour vouchers, travel and other entry tickets, luggage labels and other useful information for the clients.

22.10 TOUR BROCHURE DESIGNING

Brochures are an important means of conveying your image and message to potential customers.

Brochures should do more than describe the how, what, where and when of your business; to stimulate interest and demand. They need to be:

- visually appealing;
- convey the right amount of information; and
- brochure should be comparable to other brochures in the industry.

When drafting the copy of a brochure, one should make sure not to include any unacceptable (illegal) clauses or misleading information.

There has been an increase in the number of legal actions brought against operators for loss of enjoyment or deceptive and misleading advertising.

It is essential to honestly represent product/service in promotional material. It is advisable to seek legal advice in this regard to avoid any inconvenience later.

22.10.1 Tips for Designing Brochures

- White space is GOOD! Avoid the folded lines!
- Get a professional print job.
- Use simple, easy to read fonts.
- Make your text conversational and use bullet points and minimal text - be concise!
- Be consistent with your design.
- Use high quality, exciting images and use 'hero' images, don't overcrowd with photos.
- Make your headings and sub headings clear and bold.
- Maps can be very useful, but be sure to make them clear.
- Clearly explain the product or service, and what all is included.
- The top third of a brochure is the most important - make it count!
- Determine your unique selling features and highlight.
- Include all details - prices, times, location, validity dates, booking etc.
- Clearly display contact details for bookings (phone/fax, email and web addresses)
- Leave room on the back of the brochure for a travel agent's stamp.



Notes

22.11 TOUR VOUCHER**Notes**

Tour vouchers/travel vouchers are ‘proof of payment’ for the services by the clients in advance to the tour operators. The client pays a lump sum amount to a tour operator for their entire package or parts of the package that are organised by a tour company. The tour company is responsible for paying each service provider (supplier) in the package.

As per the agreement vouchers should be accepted by the supplier as proof of payment, retained and submitted to the tour operator along with an invoice for payment, after the service has been provided. Payment for the service may not be provided before the clients make use of the service or participate in the supplier’s tour. Collected vouchers or the voucher codes are sent to the issuer for payment. Vouchers may be issued in the form of tickets or in the form of printed notes. Voucher should carry on them key information such as what service is being provided by whom, so there is a clear understanding between the clients and the supplier when the service promised is availed.

22.11.1 Docketing the Documents

Docketing in package tours is integral to the whole process. All the necessary documents pertaining to a particular package tour are added to the list of docket and given to each tourist. Documents such as package purchase receipts, permit certificates, tour vouchers, special entry tickets, package tour client’s itinerary, brochure of the package tour, copies of deal agreement, sheets of terms and conditions, do’s and don’ts during the tour etc. These documents, certificates and travel material are actually put into either a bag or wallet and handed over to each client before the commencement of the tour. This enables the clients to have clear-cut prior knowledge of the tour, their terms of agreement and helps them in a safe and comfortable tour having with them documents for immediate reference whenever and wherever required. These documents may also form basis for claim incase the operator fails to deliver the promised service in the package.

22.11.2 Tour Programming

There is more to a package tour than the core activities of sightseeing and excursion. Better programming of a package tour adds value to it and makes it more appealing. This is done by adding attractive elements to a package. In the process including itinerary with attractive programmes makes the clients feel the worth of it in purchasing the packages. It is important for tour operators to make their packages more appealing and attractive by adding value so as to

motivate tourist to buy their products. This is only possible with programme. Today people are inclined to avail pre-arranged trips; this segment has been growing rapidly and opened doors of opportunities for tour operators.

Programming increases the quality of packages as a variety of activities added such as angling, dancing, photography, music, painting, sculpting, swimming, fishing, rowing, trekking, cooking, cultivating, surfing, canoeing, etc. While on a tour a lot of tourists show interest in participating, learning and experiencing these activities. Annual or seasonal cultural events, fairs, festivals, around visiting places of tourist interest are generally included as special ones by the tour operators in the itinerary. Mentioned below are some of the benefits of tour programming for both tourists as well as operators:

- Brings in professionalism into tour operations.
- Adds value to products resulting in value for money for the customers.
- Opens opportunities for several service providers on the ground.
- Boosts industry with business opportunities for tour operators.
- Helps in creating new segments and also catering required services to them.
- Gives added advantage in marketing packages.
- Meets a variety of demands of tourists.



ACTIVITY 22.3

Visit an office of the nearby travel agency/tour operator, collect as many package tour brochures, study them and design a brochure of your own.



INTEXT QUESTIONS 22.4

1. List the steps involved in package tour formulation process.
2. Who should the operators sign contracts with?
3. Mention some tips for a good tour brochure.
4. What is tour voucher?
5. What is the benefit of tour programming?
6. What is docketing in tour packaging?



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Notes

Itinerary Planning and Tour Packaging



WHAT YOU HAVE LEARNT

- The meaning and importance of itinerary.
- The different types of itinerary their features and salient differences between them.
- Steps to be followed in the research and preparation of any itinerary.
- The do's and don'ts to be taken into consideration while preparing an itinerary.
- The meaning and importance of package tours.
- Understanding of the elements and deals of package tours such as transportation (means of travel such as flights, railways, buses, ships etc.), accommodation facilities to stay at different points of halt, ground services such as luxury and other coaches, car rentals, guides and interpreters, entertainment and activities, attractions at the destinations, insurance cover.
- Understood the relevance and importance of brochures and other promotional material for package tours.
- Obtained information on the importance of programming in packaging and the concepts of docketing and tour voucher.



TERMINAL EXERCISE

1. Elaborate on the meaning, importance and types of tour itinerary.
2. Describe in detail the background information required for drawing a good itinerary and the steps involved in it.
3. List out the do's and don'ts of itinerary preparation.
4. Explain the meaning, types and elements of package tours.
5. Explain the steps involved in the tour package formulation process.
6. Design a brochure of your own for a domestic tour package.
7. Write short notes on the following:
 - (a) Tour voucher.
 - (b) Docketing for package tours.
 - (c) Tour programming.



ANSWER TO INTEXT QUESTIONS

22.1

1. Itinerary is a schedule or timetable prepared in association with a package tour.
2. Client's itinerary, tour manager's itinerary, escort or guide's itinerary, coach driver's itinerary, vendor's itinerary.
3. Client's itinerary is given to the client or tourist which carries actual route, points of halt, activities, stay etc. Whereas vendor's itinerary is given to vendor of his specific portions so as to provide the agreed services when the group arrives at his point.
4. Research other similar tours in the market, naming the tour, list major locations and highlights, researching tour content, list third party activities etc., obtaining required permits, perfecting the timings and test driving the itinerary.
5. Permissions such as access to private property, forest, sensitive zones, aboriginal lands, restricted areas etc.

22.2

1. Duration of tour, visiting time required, purpose, city and attractions information, mode of travel, special fares, cuisines of areas, special permits, nature of the group etc.
2. Add all places of halt, summary and details of places of visit, hotel, vehicle information, route maps.
3. Don't add too much of information, not to leave directions confusing, not to include shops, places and services which are not registered.
4. Flexible for changes, designed with inputs of tourist's interest, enough space for tourist's personal activities.
5. Fixed itinerary, religiously follows the schedule, no room for personal choice, cheaper than FIT, travel time limits.

22.3

1. Package tour is the sum total of variety of services offered to the tourists in one price, which is normally less expensive than that of each individual item.



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2. Independent tours, escorted tours, incentive tours, hosted tours and freedom tours.
3. An escorted tour is conducted sending along with the group/individual a well trained, experienced and qualified, guide/escort to provide information and assistance to the group.
4. Transportation (means of travel such as flights, railways, buses, ships etc.), accommodation facilities to stay at different points of halt, ground services such as luxury and other coaches, car rentals. Guides and interpreters, entertainment and activities, attractions at the destinations, insurance cover.
5. FITs are customised, flexible in changes and are generally costlier where as GITs follow fixed itinerary and provide only pre-decided services, cheaper compared to FITs and are based on common interest of a group.

22.4

1. Market research, itinerary preparation, deciding on type of services and suppliers, signing contracts, costing, designing brochures, marketing and documentation.
2. With service providers such as hotels, transportation, ground handlers etc.
3. Visually appealing, convey the right amount of information, consistent, simple to follow.
4. Tour vouchers/travel vouchers are ‘proof of payment’ for the services by the clients in advance, to the tour operators.
5. Programming adds value to a package and makes it more appealing. This is done by adding attractive elements to a package. In the process including itinerary with attractive programmes makes the clients feel the worth of it in purchasing the packages.



Notes

22

SUPPORTING OPERATIONS OF HOTEL

The hospitality industry does not just employ a receptionist and a room attendant. To keep any large hotel operational round the clock, takes a diverse team of skilled specialists with backgrounds ranging from Accountancy to Information Technology. The various departments of a hotel which are essential to run it successfully are: the Personnel and Administration or Human Resources; the Vigilance and Security, Maintenance or Engineering, the Finance and Accounts and last but not the least important, the Sanitation and Gardening Department.



OBJECTIVES

After studying this lesson, you will be able to:

- describe the personnel and administration department of hospitality industry and its role;
- discuss the Vigilance and Security department and their importance as well as role;
- explain the role of the Maintenance department;
- describe the role of the Finance and Accounts department and
- explain the role of the Sanitation and Gardening department.

22.1 THE PERSONNEL AND ADMINISTRATION DEPARTMENT

The Personnel and Administration department is now a days rechristianed as the ‘Human Resource Department (H.R.D.).’ In the hotel industry the job of

the HR Manager is to manage human resources. No other industry provides so much close contact between employees and the guests and so many opportunities to either create a positive or negative impression. The HR manager is responsible to train employees into capable staff who know how to do their job. In most of the five star and five star deluxe hotels, there are many employees involved in different departments. Therefore, there is a need to motivate, control and effectively deploy them.

The Human Resource Department is a place which supervises and effectively communicates with other departmental heads and also with the top management.

A Typical Organisation of the Human Resource Department in large structure

22.1.1 Human Resource Planning

H.R. Planning is the first aspect of the human resource process. It is very commonly understood as the process of forecasting an organisation's future demand for the right type of people and in the right number. It is only after that, the H.R. department can start a recruitment and selection process. Hiring the talented people and providing them opportunities to enhance their capabilities to shoulder greater responsibilities in future, is one of the critical areas of H.R. functioning.

Growth of the organisation and that of individual employee should complement and supplement each other. H.R. planning is important for the future and current manpower needs:

- to cope with the change;
- to create a pool of highly talented personnel;
- for protection of weaker sections;
- for international expansion strategy of the company;
- it is the foundation for personnel functions,

22.1.2 Role of Human Resource Department

The human resource department plays a major role in helping plan the system and in developing job description, job specification and performance standards and implementing them. Specialists in that department may be assigned to conduct job analysis and write job description in cooperation with managers, supervisors and employees. The HR department is not involved in actual writing of performance standards but plays a diagnostic, training and monitoring role.



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**Notes**

22.1.3 Recruitment

In simple terms, recruitment is understood as the process of searching for and obtaining applicants for jobs, from among whom the right personnel can be selected. Recruitment is the process of finding qualified persons and encouraging them to apply for working with the organisation.

22.1.4 Managerial Roles

Responsibility for the overall recruitment process is assigned to HR managers. They are responsible for designing and implementing a recruitment program that will meet the hotel industry, personnel needs while complying with all legal requirements. This includes writing and placing advertisements, contacting schools, agencies and labour unions; establishing procedures to guarantee equal employment opportunity and administering the funds budgeted for this purpose.

22.1.5 Training and Development

Training & development activities are designed to impart specific skills, abilities and knowledge to employees. Effective training is the basic requirement in any organisation or industry and hotel industry is no different. The concept of training is well understood by all supervisors, yet it is revisited only when things go wrong. Training and development arise as a result of significant change in the operational environment or as a consequence of some crisis such as staff turnover or some department problems. Training is then used to cope with immediate problems. This crisis management could prove costly. Development refers to learning opportunities designed to help employees grow and have a vision about the future. The job of HR is to identify training needs and then accordingly design suitable programs for that. Training within a hotel provides a good opportunity to influence the attitude and performance of the employees. It includes familiarisation with fire drills, food hygiene, control of substances dangerous to health, first aid, technical skills, product knowledge, customer service etc. Moreover, on the job and off-the-job training is also done by this department.

22.1.6 Welfare

Employees welfare is another important function of H.R. Welfare measures develop trust in the organisation. It acts as a support system for the employees in unfavourable times.

22.1.7 Performance Appraisal

Performance appraisal refers to the assessment of an employee's actual performance, behaviour in jobs and their potential for future performance. The

purpose of appraisal is to find out his/her training needs, analyse future promotions, pay incentives, retention or termination. Various organisations follow different performance appraisal methods. The hotel industry however follows rating scale method. A good HR policy would be the policy which not only considers all HR functions with proper care but also considers all the factors like culture of the hotel, type of customers it receives, nature of the business and also the place from where it operates.



Notes



INTEXT QUESTIONS 22.1

1. What is the full form of H.R.D.?
2. Define Recruitment.
3. What is the basic function of the Personnel department?



ACTIVITY 22.1

Visit a large Hotel and prepare a list of welfare measures undertaken by the H.R. in the situation like disease, death and other such problems.

22.2 THE VIGILANCE AND SECURITY DEPARTMENT

Most ministries/ departments of the govt. of India and other public sector organisations have a vigilance unit for ensuring a safe and corruption free environment. Hotels are public places where high profile visitors from India and abroad stay. This brings them media attention and this factor makes hotels prone to terror attacks e.g. Hotel Taj Palace, Mumbai terror attack on 26/11. Safety and security must be given highest priority, Hotels should ensure that guests feel safe in their premises. The Hotel Association of India has therefore drawn guidelines to deal with terror. There is a list of security measures which hotels have the option of adopting according to their individual needs.

A Typical Organisation of Security Department

Chief Security Officer
Security Supervisor
Guards



Notes

22.2.1 Role of the Security Department

The main role of the security department is to protect the guests and staff of the hotel. The security department also performs the role of protecting the hotel property i.e. building, furniture etc. The hotel security department usually performs functions such as patrolling, monitoring CCTV (Closed-Circuit Television) and investigating.

22.2.2 Measures for Security

External Access Control:

- (a) Limiting access points – Hotels have multiple access points which are needed to be reduced to a maximum of 2 or 3 to be regulated and monitored through CCTV cameras at these points.
- (b) Road barriers – Devices such as hydraulically operated road barriers can stop vehicles travelling at high speed.
- (c) Patrolling – Increasing the number of security guards and stepping up patrolling can prevent criminals.

Material Access Control:

- (a) Guest baggage check – Guest baggage should be passed through the scanning devices at the entry.
- (b) Hotel supplies check – All types of supplies (fresh and others) to the hotel should be scanned.

People Access Control:

- (a) Walk-in guests – Hotels should not entertain guests without reference.
- (b) Guest profiling – Detailed data (name, date of birth, address, contact no. etc.) about all guests should be kept with the hotel for reference to detect suspicious people.
- (c) Employee verification – background checks and verification of employees should be ensured. Staff should be recruited either directly or through reputed agencies.

Internal Access Control

- (a) Within the hotel, restricted entry to different parts of the hotel.
- (b) Access of staff to various departments should be regulated. e.g. apart from security, only housekeeping staff have room keys as they have to clean the guests’ rooms.
- (c) There should be a strict procedure for key handling.

- (d) Lift usage – Lift usage should be selective and enabled by swiping the card key. These days many hotels with the latest technology have lifts which do not have buttons. Instead they have slots against each floor number. Only those people can go to a certain floor who have a key to that floor or room on that floor.

22.2.3 Other Security Measures

Additional measures should be implemented to detect explosives. Devices such as Room key scanners, snifex etc. should be bought by the hotel security department. Garbage management should also be carefully screened in case any explosives are hidden in it.

Efficient hotel security is an absolute necessity, and must be designed and implemented to ensure that guests feel secure, but not restricted or inconvenient. Hotel security is a never-ending task of balancing guest security and guest comfort. On-going media coverage of terrorist attacks and crime keep security issues in the spotlight and guests are very conscious of their security needs.

Why are hotels targeted:

- Icons of tourism
- High profile guests
- Hospitality orientated
- Public accessibility

The importance of hotel protection:

- Protection of guests and associates.
- Protection of the business.
- Protection of the brand.
- Investor confidence.
- Shareholder value.

The following points need to be kept in mind:

- Protection and security of hotel property.
- Crime prevention and investigation.
- Enforcement of hotel rules and regulations.
- Provide security for designated functions.



Notes

**Notes**

- Reporting dangerous and unsafe conditions.
- Security and protection of personal property of the guests and staff.
- Issue of ID Cards, Passes, Permissions for various purposes.
- Identification and control of unauthorised persons.
- Coordinating with the district administration.
- Collecting information useful for maintaining law and order in the hotel.

**ACTIVITY 22.1**

Undertake a survey of security measures that have been taken by large and very large Hotels in India aftermath of 26/11 Taj Palace terrorist attack.

22.3 MAINTENANCE DEPARTMENT

The maintenance department affects the operation of the other departments of a hotel. It is commonly called the ‘ENGINEERING DEPARTMENT.’ The Engineering department is one of the major operational departments in any 5 star or 5 star deluxe category hotel.

It has 3 major functions:

- **Property operations:** This includes running the machinery, water treatment and distribution, boilers and water heating, sewage treatment, external and common area lighting, fountains and water features etc. This is carried out by a dedicated set of personnel working in shifts to cover 24 hours of the day. Operations will also include minor trouble shooting and technical support required for guest room problems and other areas.
- **Planned Preventive Maintenance (PPM):** This is one of the most important functions of Engineering Department. The idea is to regularly carry out a set of preventive actions for every machine in the building rather than allow it to run to failure and then tackle expensive breakdown maintenance costs. A PPM schedule is drawn at the beginning of the year and a team of dedicated persons execute it accordingly. In some cases like elevators and kitchen equipments, temporary downtime may be required which is planned in coordination with the affected user departments.
- **Fire and Life safety:** The Engineering Department is also responsible to ensure a safe building for the hotel guests and staff. This includes ensuring 100 % up-time of all the fire pumps serving the sprinkler and hydrants around

the building, the Fire Alarm system consisting of smoke detectors, manual call points and alarm bells, emergency backup power generators, inverters, UPS(uninterrupted power supply), public address system, CCTV cameras, fire doors, bollards and boom barriers etc. They work hand in hand with security personnel in carrying out evacuation drills and safety checks of the property. Hotels should conduct mock drill on fire and life safety to improve capability to deal with emergency problems without causing inconvenience to the guests.

Apart from these, lately, a new area of focus called Environmental and Energy Management has increasingly taken priority. This includes energy conservation, waste management, recycling and using green measures to reduce the carbon footprint of the building. Some measures would be like replacing incandescent lamps with fluorescent lamps, economisers in boilers, heat recovery from AC condenser water etc.

The Engineering department expenses include energy, repairs and maintenance expenses. This accounts anywhere between 10 to 18 % of the revenue depending on size and external environmental factors of the building. Therefore Chief Engineers (or Director Engineering in larger hotels) spend most of their time planning, budgeting or doing complain analysis to figure out medium and long term solutions for the hotel's technical challenges.

Hotels operate twenty-four hours a day and seven days a week. When the guests are asleep various other systems of the building such as heating and ventilation units, hot & cold water systems, laundry etc. continue to operate. This can be achieved only if there is an efficient engineering department which can handle everything so that everyone can do their jobs and the guests are safe and comfortable.

22.3.1 Role of the Maintenance Department

Basically if there is no engineering department; there is no hotel. This is because if there are no services like hot water, elevators/lifts, heating or cooling, electricity, kitchen equipment, laundry equipment etc, there would be no guests in that hotel.

The duties of the maintenance staff are –

1. Inspection
2. Repairs Maintenance
3. Preventive and Maintenance
4. Breakdown
5. Overhaul
6. Construction
7. Clerical jobs.



Notes

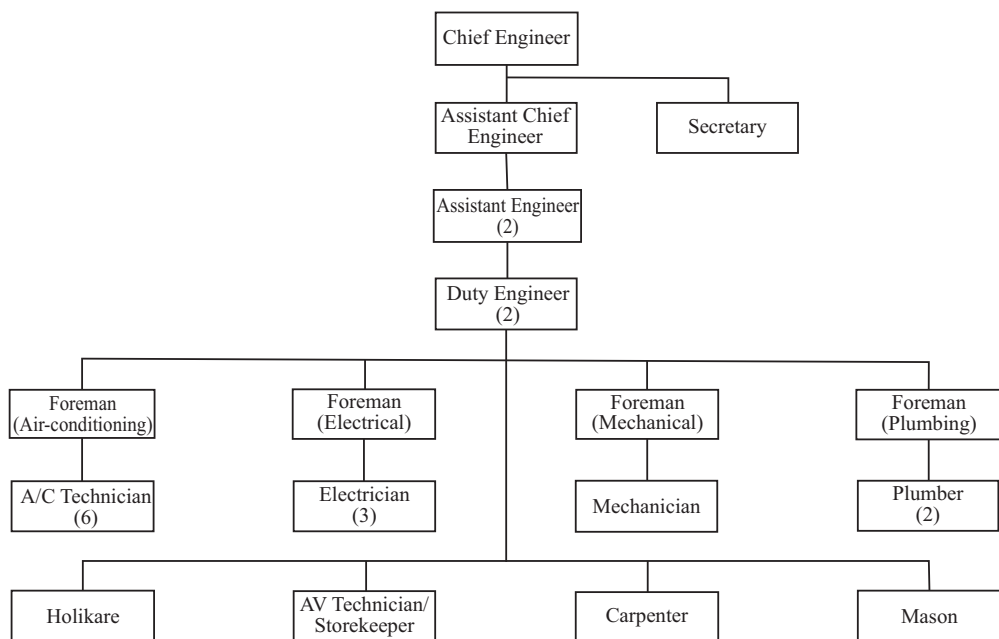


Notes

The basic functions of the maintenance department are-

1. Protect the investment in the physical plant.
2. Control the maintenance cost.
3. Minimise the energy cost of the facilities.
4. Minimise safety problems.

A Typical Organisation of Maintenance Department

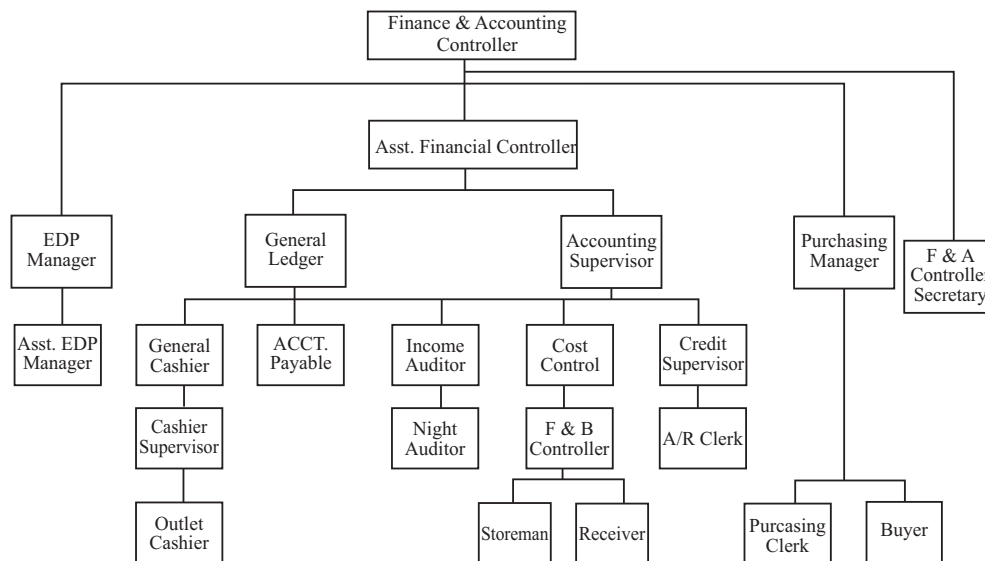


22.4 FINANCE AND ACCOUNTS DEPARTMENT

The Finance and Accounting departments play a significant role by providing the financial data used by all managers in their daily decision making, ensuring financially sound and thriving hotels. It basically tracks all revenues and expenditure. This department works closely with the General Manager and Department heads to assist with recommendations for desirable economic options, forecasting and prepare monthly and annual reports. The staff who works in Finance and Accounting requires excellent analytical skills, mathematical aptitude, strong leadership and strategic thinking.

A Typical Organisation of Finance and Accounts Department

Hotel Organisation Chart



Notes



22.4.1 Role of the Finance and Accounts Department

The following are the main functions of this department

- Check the Daily General Cashier Report.
- Carrying out monthly balancing of all hotel bank accounts.
- To maintain general ledger, starting from posting, adjusting, and printing.
- Accounts Payable & Receivable.
- Audit.
- Brand Business Services Decision Support.
- Domestic & International Tax.
- Financial Planning & Analysis
- Salaries of all staff.
- Strategic Initiatives.
- Treasury.

22.5 THE SANITATION AND GARDENING DEPARTMENT

Sanitation can be defined as “the study and use of practical measures for the preservation of public health”. Alternatively it can also be defined as “the application of measures designed to protect public health.”

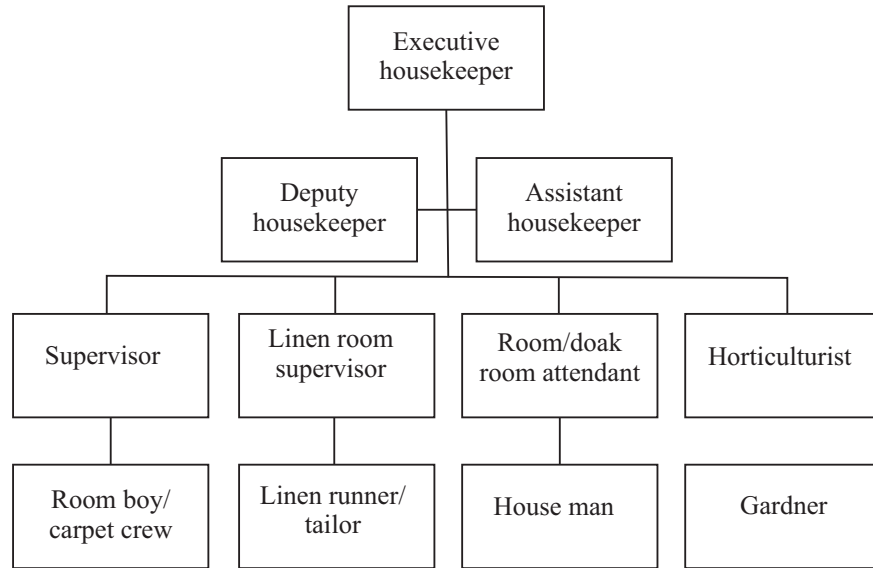
Gardening is the practice of growing and cultivating plants as part of horticulture in hotels. It play significant role in beautifying and enhance tourists



Notes

or guests experience towards the hotels’ eternal surroundings. In gardens ornamental plants are often grown for their flowers and overall appearance of hotel.

A Typical Organisation of Sanitation and Gardening Department



22.5.1 Role of Sanitation and Department

Sanitation is essential to promote health. It includes overall cleanliness as well as treatment and proper disposal of waste. The housekeeping department of Hotel is responsible for the overall sanitation work.

Gardens are a place where hotel guests can relax after meetings, eat meals and socialise. The garden facing rooms are very popular and the management finds that they can charge a higher rate for them. These types of rooms (lanai).



INTEXT QUESTIONS 22.2

1. List any 2 functions of the security department.
2. Why is guest baggage checking important?
3. What is the full form of C.C.T.V.
4. Give an example of a security threat for a hotel.



WHAT YOU HAVE LEARNT

- To conclude the various supporting operations of a hotel such as Human Resource, Maintenance, Security, Finance and Gardening are also very important for the effective and smooth functioning of any hotel.

- All big 5 star hotels have these departments which are well structured.
- The staff in every department is recruited according to the function that every department performs. Therefore, the basic function of hotel industry is to provide rooms and food and beverages to the guest. However in order to perform this basic function other supporting departments must also contribute.



TERMINAL EXERCISE

1. Define Recruitment.
2. Define performance appraisal.
3. What is guest profiling?
4. Define sanitation.
5. What is the role of the H.R. Department?
6. What are the basic functions of the finance department?
7. What is the importance of gardening for a hotel?
8. Draw the organisation chart of sanitation and gardening department.
9. Explain in detail various measures for security taken by a hotel.
10. Draw the organisation chart of Maintenance department.



ANSWER TO INTEXT QUESTIONS

22.1

1. Human Resource.
2. Recruitment is the process of finding qualified persons to work with the organization.
3. Maintaining Payroll, Recruitment, Training and Welfare.

22.2

1. (i) External Access Control.
(ii) Material Access Control.
(iii) People Access Control.
(iv) Internal Access Control (Any two).
2. To check entry of any material i.e. arms, ammunition, explosives etc. into Hotel Premises.
3. Close Circuit Television.
4. Terrorist Attack like, 26/11, Taj Palace, Mumbai.



Notes