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## The Role of Hospitality Industry in Field of Tourism Sector

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### **ABSTRACT**

*In the current study, we contend to Tourism and Hospitality industry, this study focuses on tourism and hospitality industry with the primary aim of broadening the knowledge of the overall industry of tourism and hospitality, including its issues and developments. This study helps to understand tourism and hospitality by providing them with the basic concepts and knowledge of the industry.*

### **TOURISM INDUSTRY AN OVERVIEW**

Tourism industry in India is on a great boom at the moment India has become a major global tourist destination and Indian tourism industry is exploiting this potential to the hilt. Travel and tourism industry is the second highest foreign exchange earner for India, and the government has given travel & tourism organizations export house status.

#### **The Indian tourism industry can be attributed to several factors**

##### **Firstly**

The tremendous growth of Indian economy has resulted in more disposable income in the hands of middle class, thereby prompting increasingly large number of people to spend money on vacations abroad or at home.

##### **Secondly**

India is a booming IT hub and more and more people are coming to India on business trips.

##### **Thirdly**

Aggressive advertising campaign "Incredible India" by Tourism Ministry has played a major role in changing the image of India from that of the land of snake charmers to a hot and happening place and has sparked renewed interest among foreign travelers. Travel & tourism industry's contribution to Indian industry is immense. Tourism is one of the main foreign exchange earners and contributes to the economy indirectly through its linkages with other sectors like horticulture, agriculture, poultry, handicrafts and construction. Tourism industry also provides employment to millions of people in India both directly and indirectly through its linkage with other sectors of the economy. According to an estimate total direct employment in the tourism sector is around 20 million. Travel & tourism industry in India is marked by considerable government presence. Each state has a tourism corporation, which runs a chain of hotels / guest houses and operates package tours, while the central government runs the India Tourism Development Corporation.

### **The policy is built around the 7-S Mantra**

Swagat (welcome),  
Suchana (information),  
Suvidhaa (facilitation)  
,Suraksha (security),  
Sahyog (cooperation),  
Sanrachaa (infrastructure)  
Safai (cleanliness).

### **AIMS AND OBJECTIVES OF THEIR STUDY**

- Enhance their awareness of the growing importance of the tourism and hospitality industry to our society, nation and the world;
- Acquire a comprehensive understanding of the tourism and hospitality industry, in particular the tourism system and those dimensions of hospitality (skills, personal qualities and attitudes) that are valued by the industry;
- Develop the appropriate knowledge, values and skills that support the sustainable development of the industry;
- The tourism and hospitality industry has taken on a growing importance in the local economy.
- THS aims at providing with a solid foundation of knowledge about the industry.
- Furthermore, THS enables those who have a strong interest in this field to pursue further studies in the area.
- The study of tourism and hospitality also provides opportunities for all to develop their general intellectual capacities for life-long learning. For example, it promotes communication skills, interpersonal skills, information processing skills, problem solving skills and decision-making skills, etc. THS, capitalizing on the opportunities arising from a dynamic tourism and hospitality industry in India, will help to recognize the importance of being a self-motivated problem-solver and life-long learner.
- Development and application of survey and treatment evaluation of customer satisfaction;
- Deals, promotions and surprise customers as a means of achieving loyalty;
- To promote direct marketing with customers, potential customers and the market;
- Partnerships with golf courses in the region due to the potential of this product in attracting customers;
- Implementation of regular internal communication and in a structured manner in order to keep the team motivated and objectives and present;

### **Some of the salient features of the Tourism Policy are:**

The policy proposes the inclusion of tourism in the concurrent list of the Constitution to enable both the central and state governments to participate in the development of the sector.

No approval required for foreign equity of up to 51 per cent in tourism projects. NRI investment up to 100% allowed.

Automatic approval for Technology agreements in the hotel industry, subject to the fulfillment of certain specified parameters.

Concession rates on customs duty of 25% for goods that are required for initial setting up, or for substantial expansion of hotels.

50% of profits derived by hotels, travel agents and tour operators in foreign exchange are exempt From income tax. The remaining profits are also exempt if reinvested in a tourism related project.

### **HOSPITALITY INDUSTRY – AN OVERVIEW**

Hospitality is all about offering warmth to someone who looks for help at a strange or unfriendly place. It refers to the process of receiving and entertaining a guest with goodwill. Hospitality in the commercial context refers to the activity of hotels ,restaurants, catering, inn, resorts or clubs who make a vocation of treating tourists Helped With unique efforts by government and all other stakeholders, including hotel owners, resort managers, tour and travel operators and employees who work in the

Isector, Indian hospitality industry has gained a level of acceptance world over. It has yet to go miles for recognition as a world leader of hospitality. Many take India hospitality service not for its quality of service but India being a cheap destination for leisure tourism With unlimited tourism and untapped business prospects, in the coming years Indian hospitality is seeing green pastures of growth. Availability of qualified human resources and untapped geographical resources give great prospects to the hospitality industry. The number of tourists coming to India is growing year after year. Likewise, internal tourism is another area with great potentials. The hospitality industry is a 3.5 trillion dollar service sector within the global economy. It is an umbrella term for a broad variety of service industries including, but not limited to, hotels, food service, casinos, and tourism. The hospitality industry is very diverse and global. The industry is cyclical; dictated by the fluctuations that occur with an economy every year. Today hospitality sector is one of the fastest growing sectors in India. It is expected to grow at the rate of 8% between 2007 and 2016. Many international hotels including Sheraton, Hyatt, Radisson, Meridian, Four Seasons Regent, and Marriott International are already established in the Indian markets and are still expanding. Nowadays the travel and tourism industry is also included in hospitality sector. The boom in travel and tourism has led to the further development of hospitality industry. In 2003-04 the hospitality industry contributed only 2% of the GDP. However, it is projected to grow at a rate of 8.8% between 2007-16, which would place India as the second-fastest growing tourism market in the world. This year the number of tourists visiting India is estimated to have touched the figure of 4.4 million. With this huge figure, India is becoming the hottest tourist destination. The arrival of foreign tourists has shown a compounded annual growth of 6 per cent over the past 10 years. Besides, travel and tourism is the second highest foreign exchange earner for India. More over, it is also estimated that the tourism sector will account for nearly 5.3 per cent of GDP and 5.4 per cent of total employment.

## EVOLUTION

Hotel Industry in India has witnessed tremendous boom in recent years. Hotel Industry is inextricably linked to the tourism industry and the growth in the Indian tourism industry has fuelled the growth of Indian hotel industry. The thriving economy and increased business opportunities in India have acted as a boon for Indian hotel industry. The arrival of low cost airlines and the associated price wars have given two domestic tourists a host of options. The *'Incredible India'* Destination campaign and the recently launched *'Atithi Devo Bhavah'* (ADB) campaign

Have also helped in the growth of domestic and international tourism and consequently the hotel industry. According to a report, Hotel Industry in India currently has supply of 110,000 rooms and there is a shortage of 150,000 rooms fuelling hotel room rates across India. According to estimates demand is going to exceed supply by at least 100% over the next 2 years. Five-star hotels in metro cities allot same room, more than once a day to different guests, receiving almost 24-hour rates from both guests against 6-8 hours usage. With demand-supply disparity, hotel rates in India are likely to rise by 25% annually and occupancy by 80%, over the next two years. This will affect the competitiveness of India as a cost-effective tourist destination. To overcome, this shortage Indian hotel industry is adding about 60,000 quality rooms, currently in different stages of planning and development, which should be ready by 2012. Hotel Industry in India is also set to get a fillip with Delhi hosting 2010 Commonwealth Games. The future scenario of Indian hotel industry looks extremely rosy. It is expected that the budget and mid-market hotel segment will witness huge growth and expansion while the luxury segment will continue to perform extremely well over the next few years.

**KEY WORDS:** - *Tourism, Hotels, Industry, Tourists (Atithi), Incredible, Development, Food, Casinos, Rooms, Destinations, Clubs Etc.*

## SWOT ANALYSIS

### STRENGTHS

#### ➤ **Natural and cultural diversity:**

India has a rich cultural heritage. The "unity in diversity" tag attracts most tourists. The coastlines, sunny beaches. Backwaters of Kerala, snow capped Himalayas and the quiescent lakes are incredible.

#### ➤ **Demand- supply gap:**

Indian hotel industry is facing a mismatch between the demand and supply of rooms leading to higher room rates and occupancy levels. With the privilege of hosting Commonwealth Games 2010 there is more demand of rooms in five star hotels. This has led to the rapid expansion of the sector

#### ➤ **Government support :**

The government has realized the importance of tourism and has proposed a budget of Rs. 540 corer for the development of the industry. The priority is being given to the development of the

infrastructure and of new tourist destinations and circuits. The Department of Tourism (DOT) has already started the "Incredible India" campaign for the promotion of tourism in India.

➤ **Increase in the market share :**

India's share in international tourism and hospitality market is expected to increase over the long-term. New budget and star hotels are being established. Moreover, foreign hospitality players are heading towards Indian markets.

**WEAKNESSES**

➤ **Poor support infrastructure:**

Though the government is taking necessary steps, many more things need to be done to improve the infrastructure. In 2003, the total expenditure made in this regard was US \$150 billion in China compared to US\$ 21 billion in India.

➤ **Slow implementation:**

The lack of adequate recognition for the tourism industry has been hampering its growth prospects. Whatever steps are being taken by the government are implemented at a slower pace.

➤ **Susceptible to political events:**

The internal security scenario and social unrest also hamper the foreign tourist arrival rates.

**OPPORTUNITIES**

➤ **Rising incomes:** Owing to the rise in income levels, Indians have more spare money to spend, which is expected to enhance leisure tourism.

➤ **Open sky benefits:** With the open sky policy, the travel and tourism industry has seen an increase in business. Increased airline activity has stimulated demand and has helped improve the infrastructure. It has benefited both international and domestic travels

**THREATS**

➤ **Fluctuations in international tourist arrivals:** The total dependency on foreign tourists can be risky, as there are wide fluctuations in international tourism. Domestic tourism needs to be given equal importance and measures should be taken to promote it.

➤ **Increasing competition:** Several international majors like the Four Seasons, Shangri-La and Aman Resorts are entering the Indian markets. Two other groups - the Carlson Group and the Marriott chain - are also looking forward to join this race. This will increase the competition for the existing Indian hotel majors.

## IMPACT OF RECESSION ON INDUSTRY

The state of turmoil in global financial markets has generated new concerns for the hospitality industry.

Existing hotels in India are also likely to benefit from the improved performance of the non-room sources of income, namely Food & Beverage (including banquet operations), Spa, Corporate Club memberships and other ancillary services. India is expected to see Asia's biggest drop in corporate travel spending, falling 25% this year compared to 2008.

Trends that will shape the future of hospitality sector are:

1. Low Cost Carriers
2. Budget Hotels
3. Service Apartments
4. Technology
5. Loyalty Travel Challenges for the hospitality industry are:
  1. Shortage of skilled employees
  2. Retaining quality workforce
  3. Shortage of rooms
  4. Intense competition and image of India
  5. Customer expectations
  6. Manual back-end.

## CATEGORIES OF HOSPITALITY INDUSTRY

The hospitality industry is a broad category of fields within the service industry that includes lodging, event planning, theme parks, transportation, cruise line, and additional fields within the tourism industry.

The hospitality industry is a multibillion-dollar industry that depends on the availability of leisure time and disposable income. A hospitality unit such as a restaurant, hotel, or an amusement park consists of multiple groups such as facility maintenance and direct operations (servers, housekeepers, porters, kitchen workers, bartenders, management, marketing, and human resources etc.).

Usage rate, or its inverse "vacancy rate", is an important variable for the hospitality industry. Just as a factory owner would wish a productive asset to be in use as much as possible (as opposed to having to pay fixed costs while the factory is not producing), so do restaurants, hotels, and theme parks seek to maximize the number of customers they "process" in all sectors. This led to formation of services with the aim to increase usage rate provided by hotel consolidators. Information about required or offered products are brokered on business networks used by vendors as well as purchasers.

In looking at various industries, "[barriers to entry]" by newcomers and competitive advantages between current players are very important. Among other things, hospitality industry players find

advantage in old classics (location), initial and ongoing investment support (reflected in the material upkeep of facilities and the luxuries located there in), and particular themes adopted by the marketing arm of the organization in question (for example at [theme restaurant]]s). Also very important are the characteristics of the personnel working in direct contact with the customers. The authenticity, professionalism, and actual concern for the happiness and well-being of the customers that is communicated by successful organizations is a clear competitive advantage.

The hospitality industry refers to everything from short term sofabed lets to star rated hotel & restaurant establishments.

- Accommodations
- Restaurants and bars
- Travel and tourism

### Accommodations

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- Bed and Breakfasts
- Hotels
- Motels
- Flotels
- Inns
- Resorts
- Serviced apartments

### Restaurants and bars

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- Bars
- Cafés
- Nightclubs
- Pubs and Public houses
- Restaurants
- Strip clubs
- Tea shops
- Wine shops

### Travel and tourism

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- Travel agents
- Tour operators
- Leisure centres

*Types of Hotels or classification of hotel by type*

Hotels are classified according to the hotel size, location, target markets, levels of service , facilities provided, number of rooms , ownership and affiliation etc.

#### 1. Size - Or number of rooms

- Under 200 rooms
- 200 to 399 rooms
- 400 to 700 rooms
- More than 700 rooms

The above categories enable hotels of similar size to compare operating procedures and statistical results.

## 2. Target Markets

Hotel targets many markets and can be classified according to the markets they attempt to attract their guests. Common type of markets include business, airport, suites, residential, resort , timeshare , casino , convention and conference hotels .

- **Business Hotels:** These hotels are the largest group of hotel types and they primarily cater to business travellers and usually located in downtown or business districts . Although Business hotels primarily serves business travellers , many tour groups, individual tourists and small conference groups find these hotels attractive. Guest amenities at business hotels may include complimentary newspapers, morning coffee, free local telephone calls , Break fast etc.
- **Airport Hotels:** These type of hotels typically target business clientele, airline passengers with overnight travel layovers or cancelled flights and airline crews or staff. Some hotels might give free transport between hotel and airport . Some Aripport hotels also charges the guest by hour instead of normal daily night charges.
- **Suite Hotels:** These kind of hotels are the latest trend and the fastest growing segments in the hotel industry . Such hotels have a living room and a separate bedroom. Professionals such as accountants, lawyers, business men and executives find suite hotels particularly attractive as they can work and also entertain in an area besides the bedroom.
- **Extended Stay Hotels:** Extended stay hotels is somewhat similar to the suite hotels , but usually offers kitchen amenities in the room . These kind of hotels are for longstayers who wants to stay more than a week and does not want to spend on hotel facilities.
- **Serviced Apartments:** Serviced Apartment / Residential hotels provide long-term or permanent accommodation for Guest. Usually guest makes a lease agreement with the hotel for minimum of one month up to a year. Rooms generally include living room , bedroom, kitchen , private balcony , washing machines , kitchen utensils etc. Unlike normal hotels Serviced apartment only provide weekly one housekeeping service.
- **Resort Hotels:** Resort hotels are usually located in the mountains, on an island , or in some other exotic locations away from city's . These hotels have recreational facilities , scenery , golf , tennis , sailing , skiing and swimming . Resort hotels provide enjoyable and memorable guest experiences that encourage guest to repeat to the resort.
- **Bed and Breakfast / Homestays:** These are houses with rooms converted into overnight facilities , this can size up to 1 to 10 guest rooms . They are also known as 'Home Stay's'. The owner of the B&B usually stay on the premises and is responsible for serving breakfast to guest .
- **Timeshare / Vacation Rentals:** Another new type or segment of the hospitality industry is the timeshare hotels. These are sometimes referred to as " Vacation-interval" hotels . Timeshare hotels are where the guests who purchase the ownership of accommodations for a specific period. These owners may also have the unit rented out by the management company that operates the hotel.
- **Casino Hotels :** Hotels with gambling facilities are called Casino Hotels .Although the food and beverage operations in casino is luxurious their functions is secondary to and supportive of casino operations.

- Conference and Convention Centres: These type of hotels focus on meeting and conferences and overnight accommodation for meeting attendees. They also provide video conferencing facility, audiovisual equipment, business services , flexible seating arrangements , flipchart etc. These hotels mostly located outside the metropolitan areas and have facilities like golf , swimming pools , tennis courts , fitness centres , spas etc.

### 3. Levels Of service

- World class service: These are also called luxury / Five Start hotels , they target top business executives, entertainment celebrities , high- ranking political figures, and wealthy clientele as their primary markets . They provide upscale restaurants and lounges , Valet, concierge services and also private dining facilities .
- Mid-Range Service: Hotels offering mid-range or otherwise 3 to 4 star hotels service appeal the largest segment of the travelling public . This kind of hotels does not provide elaborate service and have a adequate staffing. They also provide uniformed service , food and beverage room service, in room entertainment's and also Wi-Fi etc.
- Budget / Limited Service: These hotels provide clean , comfortable , safe , inexpensive rooms and meet the basic need of guests . Budget hotels appeal primarily to budget minded travellers who wants a room with minimum services and amenities required for comfortable stay, without unnecessary paying additional cost for costly services.

### 4. Ownership and Affiliations

- Independent / Single Owner Hotels: They do not have identifiable ownership or management affiliation with other properties. Example for the same would be family owned and operated hotel that is not following any corporate policies or procedures.
- Chain hotels : Hotels which are part of a hotel chain and these kind of ownership usually imposes certain minimum standards, rules , policies and procedures to restrict affiliate activities . In general the more centralised the organisation the stronger the control over the individual property .

### Hotel Chains in India

Hospitality industry in India has now firmly established itself as the provider of world-class accommodation services. This has been made possible by the emergence of large Indian hotel chains and the entrance of global hospitality players. The competition has ensured high level of quality in services offered at the costs that are not prohibitive for the business traveller as well as general tourists.

Taj Hotels	Oberoi Hotels
Taj President, Mumbai	The Oberoi, Bhubaneshwar
The Taj Palace, New Delhi	The Oberoi Grand, Calcutta
Taj Chandela, Khajuraho	The Oberoi, New Delhi

<b>Trident Hotels</b>	<b>Ashoka Hotels</b>
The Trident, Agra	Jaipur Ashok, Jaipur
The Trident, Jaipur	Khajuraho Ashok, Khajuraho
The Trident, Udaipur	Hotel Ashok, New Delhi
<b>Welcomegroup hotels</b>	<b>Park Hotels</b>
The Welcomgroup Mughal Sheraton, Agra	The Park, Calcutta
Welcomgroup Rama International, Aurangabad	The Park, New Delhi
Welcomgroup Windsor Manor Sheraton, Bangalore	
<b>Ambassador Hotels</b>	<b>Clarks Hotels</b>
The Ambassador, Mumbai	Clarks Shiraz, Agra
The Ambassador Ajanta, Aurangabad	Clarks Amer, Jaipur
The Ambassador Pallave, Chennai	Clarks Bundela, Khajuraho
<b>Holiday inn Hotels</b>	<b>Jaypee Hotels</b>
Clarks Shiraz, Agra	Jaypee Palace, Agra
Clarks Amer, Jaipur	Hotel Vasant Continental, New Delhi
Clarks Bundela, Khajuraho	Hotel Siddharth, New Delhi
<b>Le Meridien Hotels</b>	<b>Mansingh Hotels</b>
Le Meridien, Bangalore	Mansingh Palace, Agra
Le Meridien, New Delhi	Hotel Mansingh Palace, Ajmer
	Hotel Mansingh, Jaipur
<b>Park Plaza Hotels</b>	
Cama Park Plaza, Ahemedabad	
Hotel Ritz Plaza, Amritsar	
Howard Park Plaza International, Agra	

## HERITAGE HOTELS IN INDIA

When commercialization began in India, several royal forts, havelis, and holiday homes all around the country were converted into hotels and resorts. As time wheeled in the direction of development and luxury, these accommodation options gained in popularity and gradually became some of the best haunts for luxury and history seekers. In the recent Trip Advisor's Traveller's Choice 2014 list, many of these ancestral properties received accolades for their distinct services and their excellent effort of maintaining these heritage properties. A sizable number of these heritage hotels were from Rajasthan and Kerala; surprisingly, smaller states like Uttarakhand and Sikkim have also managed to win praises for their success in keeping the heritage properties in good shape. Here are some of the award-winning heritage hotels in India that will take you back on an enthralling journey into the past.

### Umaid Bhawan Palace, Jodhpur



Exuding its aura in the golden land of Jodhpur, Umaid Bhawan is one of the largest residences of the royal family in India. A part of this massive building has been converted into a heritage hotel and is managed by Taj group of hotels since 1972. Designed by renowned architect, Henry Lanchester, the hotel is the perfect blend of eastern and western architecture style. Set amidst 26 acres of garden, Umaid Bhawan Palace is a leading hotel that serves luxury seekers with all their preferred services. A section of this royal hotel has been converted into a museum and is open for guests. Staying in Umaid Bhawan Palace is once in a lifetime experience, and is more like a journey through era that redefined royalty and luxury.

#### Rooms and Services:

Umaid Bhawan Palace hotel has 64 classy rooms which are divided into 4 categories namely Historical Suites, Royal Suites, Grand Royal Suites, Maharaja Suite and Maharani Suite. Adorned with commendable art deco, these rooms are well-equipped with all modern facilities. The hotel also houses a squash court and panelled recreation room. The highlights of this royal hotel are the vintage car drive, the open-air grilled feast and the newly-set Taj Spa.

Nearby Attractions: Lalji Handicrafts (1.0kms), Yoga Guru Karan Singh (1.4kms), Bishnoi Village (1.6kms), Meherangarh Fort (3.4kms), Rao Jodha Desert Rock Park (4.0kms), Jain Mahavira Temple (1.8kms), Jaswant Thada (3.3kms).

### Taj Lake Palace, Udaipur

Located in the lap of one of the most romantic cities in India, Taj Lake Palace defines elegance and amplifies the charm of being in Udaipur even more. There could be no other place more romantic than Taj Lake Palace which is situated amidst Lake Pichola. So, where should one start praising this place from? Well, let's start with hospitality and etiquettes. Right from welcoming the guests with a rose petal shower to offering them a cozy private time on the royal swing, from sending guests on unforgettable boat ride to the palatable meal courses and from the relaxing

spas to the soulful music events, everything in Taj Lake Palace becomes a never to be forgotten memory.

### Rooms and Services:

Taj Lake Palace has 66 elegantly designed rooms that boast of fine art deco and state-of-the-art facilities. The hotel features spaces like Mewar Mahal, Lily Pond and Mehwar Terrace for conference, meetings and product launches. The highlights of Taj Lake Palace are Jiva Spa Boat, Vintage car drive and cruises. The hotel also arranges jeep safaris, mountain biking, trekking and wildlife trekking expeditions at the royal hunting lodge or Kumbalgarh Fort.



Nearby Attractions: City Palace (0.4kms), Dharohar (0.5kms), Bagore ki Haveli (0.5kms), Fateh Prakash Palace (0.6kms), Jag Mandir (0.8kms), Bada Mahal (0.4kms), Lake Fatehsagar (2.0kms)

### Rawla Narlai, Pali District



Situated between Jodhpur and Udaipur, Rawla Narlai is an unmatched hospitality experience. Offering you the opportunity to detach yourself from the hurly-burly of city life, this heritage hotel is worth spending some extra cash. Clad in the 17th century cloak, the hotel boasts of elegant décor, warm hospitality and unparalleled services. This dream holiday home ensures an experience of being at home.

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**Rooms and Services:**

The hotel features rooms under four categories namely, Classic Heritage Rooms, Grand Heritage Rooms, Luxury Grand Heritage Rooms and Jharoka Rooms. Luxury tents are also available for those guests who would like to experience the Rajasthan Caravan life. Each room is tastefully decorated and well-equipped with all the basic amenities. The hotel also features a restaurant that serves traditional food, a large swimming pool and a well-stocked bar. A conference room is also available.

Nearby Attractions: Jain Temple, Ranakpur, Khumbhalgarh Fort

**Taj Rambagh Palace, Jaipur**

Once, the residence of Maharaja of Jaipur, Rambagh Palace is now a famed luxury hotel owned by Taj group. In 2009, Taj Rambagh Palace was awarded the best hotel in the world by Conde Nast Traveller and we believe that it is truly worthy of it. The hotel is an architectural masterpiece that often mesmerizes the guests with its up-class décor and style. Justifying its royal looks is its hospitality; the hotel ensures a class-apart experience to each of its guests.

**Rooms and Services:**

The palace has 79 rooms that are categorized as Luxury & Palace Rooms, Historical Suites, Royal Suites, Grand Royal Suites and Grand Presidential Suites. Each room is adorned with a classy look and equipped with all modern amenities. For recreation, the hotel offers facilities like a mini golf course, outdoor swimming pool, fitness centre and Spa (Jiva Grande Spa). Guests can enjoy several cuisines at three different restaurants namely, Suvarna Mahal (Indian), The Rajput Room (multi-cuisine) and The Verandah. The Polo Bar and Steam are its well-stocked bars.

Nearby Attractions: Dera Amer, Moti Dungari, B M Birla Auditorium

**Chapslee, Shimla**



Opened to guests in 1976, Chapslee was once the residence of Raja Charanjit Singh of Kapurthala. This heritage hotel is known for its chic architecture, warm hospitality and its picturesque location. The hotel has all the qualities to make your holiday in Shimla absolutely unforgettable. Chapslee offers an interesting blend of architecture, the interior is further adorned with the baroque furniture, Mughal ceramics, Afghan carpets and Gobelin tapestries to make the first impression of this place.

#### **Rooms and Services:**

The hotel features elegant rooms under three categories, namely, Luxury Suite, Deluxe Suite and Standard Suites. Royal furniture and modern amenities make for a pleasing combination. The hotel has an in-house restaurant, croquet lawn, tennis court, card room and a library that has a collection of books on travel and architecture.

Nearby Attractions: The Mall(0.6kms), Gaiety Heritage Cultural Complex (0.7kms), Christ Church (0.7kms), Himachal State Museum (0.9kms), Kali Bari Temple (1.2kms), Mohan Shakti Heritage Park (4.0kms)

#### **The Oberoi Grand, Kolkata**



An elegant British Era building, The Oberoi Grand has been serving the elite class for decades. This heritage hotel is located in the commercial centre of Kolkata; thus it is easy to access it. The

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hotel is decked with a classic style of architecture and adorns tasteful modern interior; also, the flawless services and the warm hospitality remains unmatched. It is the winner of Top Hotels in India prize given by Zagat Survey in 2005, Best Business Hotel in Asia by International Business Asia and CNBC; and Best Hotel in the Five Star Deluxe Category in Eastern India by Department of Tourism in West Bengal.

#### **Rooms and Services:**

The Oberoi Grand offers eight types of rooms namely, Deluxe Rooms, Deluxe Suites, Luxury Rooms, Luxury Suite, Classic Suite, Premiere Room, Premiere Rooms with Balcony, Deluxe Room and Luxury Room. The hotel has two in-house restaurants namely La Terrasse and Baan Thai, Chowringhee Bar, which is well-stocked bar boast of antique weaponry glass cases. Guests here can savour martini or cognac along with enjoying live jazz music. At Oberoi Grand, guests can also avail therapy massages and some refreshing spa treatments as well.

Nearby Attractions: Someplace Else (0.8kms), Indian Museum (0.7kms), Mother House (1.6kms), Victoria Memorial Hall (1.8kms), Park Street (1.6kms), St. John's Church (1.0kms).

#### **The Taj Mahal Palace, Mumbai**



It is believed that every pillar in the Taj Mahal Palace has a story behind it. This heritage hotel is not only the landmark of Mumbai but is the part of many legends of the city. For over centuries, the Taj Mahal Palace has served many dignitaries from all across the world and has proved to be the epitome of Indian hospitality. Unparalleled hospitality and world-class facilities with rich history is what makes the Taj Mahal Palace the most prominent hotel in India.

#### **Rooms and Services:**

The hotel features about 560 rooms and 44 suites that are put under 6 categories namely, The Taj Mahal Tower Rooms, The Luxury Grande Rooms, Taj Club Rooms, The Taj Mahal Palace Suites, Taj Signature Suites and The Presidential Suite. At Taj, you can enjoy all major facilities with all the style you can imagine. The hotel houses lounge, business centre, fitness centre, spa centre and a salon. It even houses a shopping store that has all the leading brands from across the globe.

Nearby Attractions: Gateway of India (0.4kms), Indian Museum Ship (0.1kms), Colaba (0.2kms), Cathedral of the Holy Name (0.4kms), Keneseth Eliyahoo Synagogue (0.7kms), Rajabai Clock Tower (0.9kms)

### **Kalmatia Sangam Himalaya Resort, Almora**



Kalmatia Sangam Himalaya Resort is a boutique resort. Built in the colonial style this heritage hotel in Almora is replete with number of historical events. The best feature of the resort is its location, the captivating surroundings and the panoramic views can win the heart of any vacationer here. The resort also boasts of classy architecture that reminds guests of its association with the British Raj.

#### **Rooms and Services:**

At Kalmatia Sangama, cottage accommodation is available. There are nine cottages that are named after birds such as Eagles Nest, Himalayan Magpie, Scarlet Minivet, Pheasant, Partridge, Hoopoe, Cuckoo, Goldfinch, and Rosefinch. Each cottage is spacious and offers all modern amenities. There is also an in-house restaurant that serves scrumptious food to the guests.

Nearby Attractions: Kumaon Regimental Centre Museum (2.3kms), Zero Point (9.0kms), Bright End Corner (3.9kms), Gobind Vallabh Pant Museum (4.3kms)

### **Ratan Vilas, Jodhpur**



Ratan Vilas in Jodhpur has been the winner of Traveller's Choice Award for 5 consecutive years. This heritage property was once a villa of Maharaja Ratan Singh and was built in 1920. Aesthetically decorated, Ratan Vilas is the quintessential mansion of the colonial era. Tasteful

rooms, serene ambiance and world-class hospitality have significantly made this hotel a hot choice amongst travellers in Jodhpur.

#### **Rooms and Services:**

Ratan Vilas offers elegant and modern rooms that are categorized as Deluxe and Standard. Each room is adorned in a classic manner and comes with almost every state-of-the-art facilities. The in-house restaurant offers a wide variety of cuisine to the guests. The hotel on request arranges jeep safari and horse safaris.

Nearby Attractions: Bishnoi Village (0.9kms), Shri Ganesh Temple (0.5kms), Meherangarh Fort (3.1kms), Jain Mahavira Temple (1.5kms)

#### **Prospect Hotel, Panchgani**



Reckoned to be the first hotel in Panchgani, Prospect Hotel was established in 1912. The hotel boasts of an entertaining place that not only pleases avid travellers but family with kids as well. Maintaining the old world charm, this heritage property enjoys being situated on the highest point in Panchgani. The guests have the opportunity to witness unobstructed panoramic view from the hotel and savour some of the best food in the town.

#### **Rooms and Services:**

Prospect hotel offers about 26 rooms out of which there are 18 Double rooms, 1 Single room, 2 Suites and 5 Deluxe Tents. The cottages are categorized as Woodside Cottage, Oakwood Cottage, Sunset Cottage, Poolside Cottage and King's Cottage. Each room is equipped with modern amenities and in the tents also necessary facilities are made available. In order to let their guests enjoy their holiday to the fullest, the hotel arranges activities like trekking, mountain climbing and cycling. There is also a game room, where kids can enjoy playing carom and table tennis.

Nearby Attractions: Table Land, Mapro Garden, Sherbaug

#### **The Imperial Hotel, New Delhi**



Redefining class and luxury, The Imperial Hotel in Delhi is worthy of accolade. One of the finest 5 star hotels in New Delhi, The Imperial is the winner of Top city hotels in Asia; it has also ranked as the Best Hotel in Delhi by Travel + Leisure World's Best Awards 2014 and has been listed amongst 15 Legendary Hotels around the world by Fodor's Travel in 2014. An iconic heritage hotel, The Imperial flaunts its colonial elegance and its world-class hospitality. Being the landmark of the city, Imperial has served elite guests for more than 80 years now.

### **Rooms and Services:**

The Imperial features 235 guestroom and 43 suites; which are categorized as Deco Room, Imperial Room, Heritage Room, Grand Heritage Room, Heritage Suite, Art Deco Suite, Luxury Suite and Royal Imperial Suite. The hotel houses 6 restaurants (The Spice Route, 1911 Restaurant, Nostalgia, Daniell's Tavern, The Atrium and San Gimignano), 2 bars (1911 Bar and Patiala Peg) and 1 bakery (La Baguette). A spa centre, conference rooms and a royal ballroom are also the highlight of the hotel.

Nearby Attractions: India Gate (2kms), Raj Ghat (5kms), Humayun's Tomb (6kms), Red Fort (6kms), Jama Masjid (6kms)

### **Niraamaya Retreats, Kovalam**



Niraamaya Retreats claims to make you forget the outside world. Reckoned to be one of the prominent hotels in Kovalam, Niraamaya Retreat overlooks the widely stretched sea. Nestled amidst nothing but serenity, this heritage property is the best place that one can be at in Kerala. Offering a home away from home experience, Niraamaya takes great pride in its architecture, interiors and world-class hospitality.

#### **Rooms and Services:**

The hotel offers 31 rooms that are categorized as Rock Garden, Heritage Classic, Heritage Premium, The Octagon and The Banyan Tree Bungalow. Each room offers a blend of modern and classic style. The touch of Kerala-style is also prominent. Sky shower is the highlight of the rooms. The hotel has two elegant restaurants called Café Samsara and Essence. The in-house bar called Madira is known for its interesting cocktails and the panoramic view of the sea.

Nearby Attractions: Vizhinjam Lighthouse (3.6kms), Pazhavangadi Ganapathy Temple (14kms) Lighthouse Beach (4.0kms), Kovalam Beach (5.0kms), Vellayani Lake (4.4kms)

#### **Coconut Lagoon, Kumarakom**



Situated in the heavenly backwaters of Kerala, Coconut Lagoon is a well-known heritage hotel. The hotel is on the bank of Vembanad Lake and offers a scenic view. The only way to reach Coconut Lagoon is by a boat. The resort is an ideal location for those seeking natural beauty bliss and respite from the bustles of the city life. Calm and beautiful, this resort and its surrounding work out magic.

#### **Rooms and Services:**

The hotel features three types of accommodations namely, Pool Villas, Private Nooks and Heritage Mansion. The Aymanam restaurant is less of an eatery and more of an experiment lab, where fusion food is cooked. This certainly indicates that eating at Coconut Lagoon is an absolute delight. The hotel gives an opportunity to learn Tabla and catch Kalari match in the morning. Also, the hotel has a butterfly garden, where guests have the chance to see colourful variety of butterflies.

Nearby Attractions: Marari Beach (13.1kms), Thangal Hill (12.1kms), Ganapathiyar Kovil Temple

## Samode Palace, Samode



About 40kms from Jaipur lies Samode, tucked neatly amidst the hills of Aravalli Range. The Samode Palace was once the residence of the royal family but today, it has been converted into a trend-setting hotel. This elegant hotel offers guests the opportunity to relive the royal days. Built of sandstone, the palace is well-kept with antiques and fine wall paintings. The palace has also been featured in many documentaries and a few sitcoms as well. Away from the confines of bustling city life, this heritage hotel in Rajasthan is completely a soul rejuvenator.

### Rooms and Services:

Samode Palace has 43 rooms, which are further divided into 20 Deluxe Rooms, 19 Deluxe Suites and 4 Royal Suites. Each room is elegantly decorated in Rajasthani style and is equipped with all modern amenities. The in-house restaurant offers delightful dining experience by offering an exotic mix of European and Asian cuisine. Snacks by the pool and a-la carte in courtyard served by the hotel enhance the dining charm here. For recreational activities ayurveda spa centre and yoga classes are available for the guests.

Nearby Attractions: Jantar Mantar, Lakkar Haveli, Hawa Mahal

## The Lalit, Great Eastern Kolkata



The Lalit Great Eastern in Kolkata is a landmark hotel. Once, merely a rendezvous venue for the East India Company's officers, Lalit has developed into a renowned luxury hotel. Gone under many renovations, the presently existing hotel is a distinct blend of Victorian, Edwardian and Contemporary architecture and décor. Along with appealing looks, The Lalit is known for rendering excellent services and hospitality.

#### **Rooms and Services:**

The hotel offers 195 aesthetically designed rooms that can be categorized as Superior Room, Deluxe Room, Luxury Room, The Legacy Room and the The Legacy Suite. Wilson's, Tea Lounge, Alfresco, The Bakery and the Legacy Lounge promises wonderful dining experience. In-room dining, Rejuve-The Spa and business and concierge services makes the experience of staying at The Lalit even more pleasant.

Nearby Attractions: St. John's Church (0.4kms), Millenium Park (0.6kms), Howrah Bridge (1.3kms), Marble Palace (1.8kms), Armenian Holy Church Of Nazareth (0.9kms)

#### **Kumarakom Lake Resort, Kumarakom**



Earning accolades for proffering commendable services and maintaining the age old accommodation in Kumarakom, the Lake Resort is one of the classiest places in Kumarakom, Kerala to spend a vacation. Sprawling over an area of about 25 acres, this heritage resort offers a refreshing start to a holiday. The hotel is the four time winner of World Travel Award and is mainly known for its friendly staff and state-of-the-art facilities.

#### **Rooms and Services:**

The hotel maintains 49 villas, 8 rooms and 2 suites and is further categorized as Presidential Suites with Private Pool, Heritage Lake View Villas with Private Pool, Heritage Villas with Private Pool, Meandering Pool Villas, Luxury Pavilion Rooms and Houseboats. Each of these rooms is done in 16th century style and offers a traditional Kerala feel. The hotel also features four fine dining options, namely Ettukettu, The Specialty Restaurant, Vembanad, the Seafood Bar, Thattukada, Traditional Tea Shop and Pool Pavilion. Apart from business room facility, the hotel also offer ayurvedic spa centre for its guests.

Nearby Attractions: Marari Beach (14.1kms), Thangal Hill (10kms), Ganapathiyar Kovil Temple (10kms)

### Jaiwana Haveli, Udaipur



Situated on the eastern bank of Lake Pichola, Jaiwana Haveli is the preferred heritage hotel in Udaipur. The Haveli was the private residence of the Thakur of Jaiwana, which is now managed by Yashvardhan Ranawat, a hotel professional. Now converted into a hotel, Jaiwana Haveli is at a short distance from the City Palace. The hotel flaunts a traditional architecture and simple yet elegant Rajasthani décor. The amiable staff and the state-of-the-art facilities make this hotel in Udaipur one of the best places for a midrange accommodation.

#### **Rooms and Services:**

Jaiwana Haveli has 24 beautiful rooms that are tastefully designed and well-equipped for a comfortable stay. The hotel offers splendid view of Lake Pichola. There is a roof-top restaurant that serves multiple cuisines including the Rajasthani gourmet.

Nearby Attractions: City Palace, Dharohar, Lake Pichola, Lake Fateh Sagar

### **Amet Haveli, Udaipur, Rajasthan**



This traditional Haveli is situated on the Western bank of Lake Pichola offer luxury accommodation in Udaipur. Built between 1734 and 1752 by Maharaja Jagat Singh Ji, Amet Haveli is one of the finest examples of Rajput architecture. Apart from the marvelous architecture, this Haveli is an award-winning accommodation option in Udaipur and is known for serving elite guests with world class facilities.

### **Rooms and Services:**

Amet Haveli has 20 traditional rooms that are fitted with all modern amenities. The hotel also houses a restaurant called Ambrai, which is known to serve delicious food from its Indian, Chinese and Continental menu.

Nearby Attractions: Bagore ki Haveli (0.3kms), Dharohar (0.3kms), City Palace (0.4kms), Fateh Prakash Palace (0.4kms)

### **Emerald Isle – The Heritage Villa, Alappuzha**



Situated on an island, the Emerald Isle is an ancestral property. Emerald Isle, the Heritage Villa boasts of traditional edifice nestled amidst exotic landscape. This resort is the perfect place for a relaxing vacation in Kerala as it offers utter peace of mind and assures relaxation of mind, soul and body. Dating back to about 150 years, Emerald Isle offers traditional hospitality to its guests making a stay here one of its kinds of experience here.

### **Rooms and Services:**

There are only 5 rooms in the resort that are well-maintained and adequately equipped for a comfortable stay. Each room is adorned with interesting wood work. On request, the hotel offers Ayurvedic treatments, organizes cycling tours, motorboats and houseboat cruises. The in-house restaurant offers traditional Keralan food and for that Kuttanadan cuisine, special cooking classes are arranged.

Nearby Attractions: The Ambalappuzha Sri Krishna Temple, St Mary's Forane Church, Vembanad Lake, Revi Karunakaran Memorial Museum, Alleppey Beach

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## SUGESSTIONS

The hospitality industry is a 3.5 trillion dollar service sector within the global economy. It is an umbrella term for a broad variety of service industries including, but not limited to, hotels, food service, casinos, and tourism. The hospitality industry is very diverse and global. The industry is cyclical; dictated by the fluctuations that occur with an economy every year. Today hospitality sector is one of the fastest growing sectors in India. It is expected to grow at the rate of 8% between 2007 and 2016. Many international hotels including Sheraton, Hyatt, Radisson, Meridian, Four Seasons Regent, and Marriott International are already established in the Indian markets and are still expanding. Nowadays the travel and tourism industry is also included in hospitality sector. The boom in travel and tourism has led to the further development of hospitality.

1. Significant developments in the field of transportation, sophistication in communications, growing importance of sophisticated information technologies in the business world, engineering of a strong foundation for industrialization and urbanization, increasing domination of corporate sector on the national and international economies, emerging corporate culture and changing lifestyles paved copious avenues for the development of hotel industry the world over. The officials on deputation, the business magnets on trade promotion mission, the foreign representative on peace mission, the domestic or foreign tourists interested in visiting a place for pleasure or for enriching the knowledge bank, the international events etc. are some of the important reasons for the development of hotel industry. Restaurants, cafeterias and hotels offer food and lodging services to him/her, person/persons who develop the habit of eating and staying out of home. This principle necessitated application of management principles in the hotel industry and the hotel professionals realised the instrumentality of marketing principles in managing the hotel industry. The growing significance of managerial proficiency in the hotel industry made possible innovation in the marketing decisions . Today, the services are planned, controlled, automated, audited for maintaining and controlling the quality. The concept of total quality.

2. Found getting an important place in the marketing management of hotels. The inclusion of modern amenities and facilities in the hotel services is made possible by the leading hotel chains which have been opening new doors for innovation and competition. It is against this background that the hotel companies, of late, need world class professional excellence. The emerging positive trends in the tourism industry indicate that hotel industry is like a reservoir from where the foreign exchange flows. This naturally draws our attention on hotel management. In addition, the domestic tourism also indicates a positive sign of development. Thus the emerging new developments in the socio-economic- environment open new vistas for the development of hotel industry. Of late, the organizations engaged in the hotel business are required to conceptualize modern marketing principles. This makes it essential that they formulate a sound marketing mix that makes possible an optimal development of the marketing resources and makes the process of development cost effective. Like other industries, the hotel industry also needs to explore avenues for innovation, so that a fair blending of core and peripheral services is made possible. It is not to be forgotten that the leading hotel companies of the world have been intensifying research to enrich their peripheral services with the motto of adding additional attractions to their service mix. It is against this background that we find the

service mix more flexible in nature- The latest developments in the field of promotion have paved avenues for the introduction of innovative and aggressive promotional measures: The advertising, publicity, sales promotion, word-of-mouth promotion, personal selling and even telemarketing have been found used in the process of promoting the hotel business. The hotel tariff is found drawing due attention of the policy makers. All of them have been found attempting for making the pricing decisions motivational. The front-line-staff, receptionists, waiters, housekeepers, sales executives are found responsible for offering the promised services to the guests... The gap between the service-promised and services-offered is required to be bridged over that draws our attention on the management of hotel personnel.

3. Important reasons for the development of hotel industry. Restaurants, cafeterias and hotels offer food and lodging services to him/her, person/persons who develop the habit of eating and staying out of home. This principle necessitated application of management principles in the hotel industry and the hotel professionals realized the instrumentality of marketing principles in managing the hotel industry. The growing significance of managerial proficiency in the hotel industry made possible innovation in the marketing decisions. Today, the services are planned, controlled, automated, audited for maintaining and controlling the quality. The concept of total quality management is found getting an important place in the marketing management of hotels. The inclusion of modern amenities and facilities in the hotel services is made possible by the leading hotel chain which has been opening new doors for innovation and competition. It is against this background that the hotel companies, of late, need world class professional excellence. The emerging positive trends in the tourism industry indicate that hotel industry is like a reservoir from where the foreign exchange flows. This naturally draws our attention on hotel management. In addition, the domestic tourism also indicates a positive sign of development. Thus the emerging new developments in the socio-economic- environment open new vistas for the development of hotel industry. Of late, the organizations engaged in the hotel business are required to conceptualize modern marketing principles. This makes it essential that they formulate a sound marketing mix that makes possible an optimal development of the marketing resources and makes the process of development cost effective. Like other industries, the hotel industry also needs to explore avenues for innovation, so that a fair blending of core.

4. Hotel and its Typology Since time irremovable, there have been frequent changes in the concept and perception of hotel. There are a number of hotels offering different types of services. The variation in architectural facilities, the size, the facade, the facilities and amenities can't be overlooked. This necessitates a study of its typology.

5. Initially, the residential hotels were developed in the LISA. The services offered in the residential hotels are comparable to an average well managed home. 2. Commercial Hotel: The commercial hotels are meant for the people who visit a place of trade and commerce or business purposes and therefore these hotels are found located at the commercial or industrial centers. These hotels focus their attention on individual travelers and are generally run by the owners. 3. Resort Hotel: The resort hotel's are meant for the holiday makers, tourists and for those who need a change in the atmosphere mainly on health ground. These hotels are found located near the sea, mountain and other areas having an attractive landscape and healthy climatic condition. The tourists visit hotels mainly to relax. The entertainment and recreation facilities like swimming pool, tennis courts, boating, golf course, self-riding and other indoor sports in addition to restaurant and cafeteria, conference room, lounge, shopping arcade, entertainment etc., become

significant in the resort hotels. 4. International Hotel: The international hotels are modern luxurious hotels, classified on the basis of international guidelines. These hotels are placed in various star categories e.g., five-star deluxe, five-star, four-star, three-star, two-star, one-star. The international hotels are mostly owned by the public companies where a board of directors is constituted for its control. The overall management is found in the hands of senior executives.

6. Floating Hotel: The floating hotels are located on the water surface. The place is sea, river, lake. These hotels provide all the facilities and services made available in a good hotel. In the leading tourist generating countries of the world we find the practice of using old luxury ships as floating hotels.

7. Motel — The Concept Initially the term motel was meant for local motorists and foreign tourists travelling by road- Basically motels serve the needs and requirements of these travelers and meeting the demand for transit accommodation. We can't also call motel a transit overnight stay. Some of the important services offered by motels are parking, garage facilities, accommodation, restaurant facilities- Motels are found equipped with filling stations, accessories, service of elevator to the automobile entrance restaurants etc. Motels are found located outside the city, preferably by the side of high ways and important road junctions. The accommodation available in a motel is more in the category of a 'chalet facility'- Which has a dining hall with fixed menu. Types of Accommodation: Tower Wing Rooms: With easy access to the Business Centre , the second temporary rooms of for guest a men it is like Internet connectivity, 2 – line speaker phones with international direct dial facility and voice mail. Mini bar, personal safe, channel music and television with satellite programmes. Heritage Wing Rooms: These rooms are renowned for their architecture and exude an aura of old-world elegance. Each corridor in this Wing resembles an art gallery, and the design, décor.

8. Furnishing ensure that no two rooms are alike. Guests have a choice of rooms that overlook the city or pool or face the Gateway of India and the Arabian Sea. T Club: at Located on the top floors of the Heritage Wing, Taj Club is designed for the discerning business travel. Guest amenities and services include complimentary airport in transfers , private check - in at the Club desk, in-room fax , personal safe, a complimentary bottle of wine, valet service and compliment are deluxe Continental breakfast. Taj Club also offers guests exclusive Meeting Rooms and a Business Service Unit on the Club Floor. Suites: Choose from elegantly appointed Junior Suites, Executive Suites, tastefully decorated Large Suites, newly renovated Luxury Suites or spacious, plush Grand Deluxe Suites. The finest suites at The Taj Mahal are the luxuriously appointed Presidential suites. Each of the suites is decorated with original painting sandan tiqueth at transport guests into a world of regal luxury and grandeur.

9. Hotel Marketing — The key points of difference in the hotel marketing as against other consumer products are that once customer has spent money in hotels, he/ she has nothing substantial to show for his/her money except the bills, as compared with buying a television or a refrigerator. Effective marketing and dynamic selling become significant in the context of hotel marketing because once you have not sold a seat in a restaurant or a room in a hotel, the income is lost and lost forever. A hotel bedroom or a restaurant seat has no shelf life, Generally, the hoteliers explain their marketing by showing their computer booking service or the advertising campaigns for the coming season. There is no doubt in it that these things are part and parcel of hotel marketing, but only one aspect of the continuous circle of marketing. For marketing hotel

services, it is essential that marketing be understood fully by the executive at the top of a hotel group with total commitment on his part to the continuous need to market, A number of experts have gone through the concept of hotel marketing as summarised below: Gerry Draper - "Ascertaining consumer needs, tailoring the product as closely as possible to meet those needs, persuading the customers to satisfy his needs and finally ensuring that the product is easily accessible when the customer wishes to purchase it." Melvyn Greene - "The ultimate in marketing is to establish brand loyalty so that eventually the consumer does not purchase the goods/services once, but continuously. This is achieved only by the product following the complete process of marketing."

10. Tools of Sales Promotion the following tools of sales promotion are used for all the three heads instrumental in promoting the hotel business.

1. Brochure: It is a device to stimulate customers and motivate them to visit a hotel and avail of the benefits offered by the management of the hotel It is a detailed publication helping hotel companies in promoting their business. The guests, clients get detailed information from the brochure.

2. Folder: We find folder the most commonly used sales promotion tool. In this respect, it is essential that folders have an impressive appearance in totality. The particulars are required to be in brief but clear. The hotels can use folders for promoting the business.

3. Packaging: We call packaging an attractive wrapper of product. When we talk about packaging in the hotel industry, our emphasis is on the outer cover and internal layout of brochures and leaflets.

4. Attraction leaflets: This is exclusively meant for presenting a view of the different theme parks, museums, amusement parks, outstanding points of attraction in the hotels or so.

5. Merchandising: It is found helpful in promoting mass-market- This tool is found significant to restaurants and bars. The merchandising involves displaying of food stuffs and drinks in the right location.

6. Direct Mail Materials: The sales letters are found to be a direct mail material which can either be used alone or in combination with brochures and folders.

7. Display Materials: In the materials to be displayed at sensitive points are posters, dispensers, exhibits etc. We can use these materials in the offices of the travel agents, tour operators or at the places where tourists come, such as tourists spots, resorts, airports, railway and bus stations.

8. Competition and Exhibition: We find organisation of competition and exhibition for promoting the business.

9. Special Officer: We also find a provision for special offer for all, such as users, travel agents, tour operators, hotel personnel. The aforesaid tools of sales promotion help hotels and hotel companies in increasing the business Classification on the Basis of Star On the basis of standard and control, we classify hotels into two parts, such as Approved and Unapproved. The approved hotels are found of international standards where the 24 accommodations are made available as per the criteria laid down by the Ministry of Tourism Since they have the stamp of official recognition, the customers trust on them. The unapproved hotels may also offer quality services

but they lack official recognition and therefore, the customers or prospects don't believe offering of service-promised without making any distortion.

10. Now, the highest level of a rating is either 5 stars or 5 diamonds. The difference between a four diamond or star and a 5 rated hotel is AGAIN the level of customer service. At a 5 star/diamond property you are pretty much treated like royalty and well taken care of. For instance, things I remember from the AAA guidelines are that at a five star property you personally taken to your room by a host, they leave a gift (like chocolate or?) on your pillow, and you receive a personal note from management thanking you for your stay. Of course there is a lot more. There thing that based on the high level of customer service that is required of 5 star/diamond properties, the sizes of the hotels are generally small around 200 rooms or less. You want to put all of this into context lets use Las Vegas as an example. For the longest time (long before hotel ratings i.e. customer service became a factor) Caesars Palace and the Golden Nugget downtown were the most consistent 4 star AND 4 diamond properties. Their level of customer service was top notch. The only thing preventing them from getting a 5 star rating was that they were limited by their sheer size and numerous rooms. For a long time, other properties found it very hard to go from a 3 rating to a 4 rating. Remember, the 3 to 4 rating is the division where customer service comes in. Properties such as the MGM Grand found this out. They got a 4 star rating one year by Mobil but were still rated by AAA as a three diamond property. The following year, Mobil ranked them back to a 3 star property Heritage Hotels These are characterized by lesser capital expenditure and affordability and include hotels running in palaces, castles, forts, hunting lodges etc. The heritage hotels are further classified as: Heritage classic.

11. Standard and Control On the basis of standard and control, we classify hotels into two parts, such as Approved and Unapproved. The approved hotels are found of international standards where the accommodations are made available as per the criteria laid down by the Ministry of Tourism and Civil Aviation- Since they have the stamp of official recognition, the customers trust on them. The unapproved hotels may also offer quality services but they lack official recognition and therefore, the customers or prospects don't believe offering of service-promised without making any distortion. Classification on the Basis of Official Stamp we find a number of unapproved hotels where world class services are made available to the tourists and even the foreign tourists prefer to stay in these hotels. Hence the point of difference between the classified and unclassified hotels or approved or unapproved hotels is the official stamp and recognition. We find realities in the comment, 'the unapproved hotels are clean and those who spend money from their own pockets prefer to stay in the unapproved hotels because economy in operation is given due weight age. It is against this background that in the unapproved hotels the customers get inexpensive accommodation, 4 Thus it is not right to say that the unapproved hotels don't offer quality services. The differences are in the group of users or guests attending the hotels. The foreign tourists in a majority of the cases prefer to stay in the approved hotels whereas the domestic tourists in a majority of the cases prefer to stay in the unapproved hotels.

12. Indian tourism product constrains the growth of tourism. The image of India as a country overrun by poverty, political instability, safety concerns and diseases also harms the tourism industry. 5. Customer expectations: As India is emerging as a destination on the global travel map, expectations of customers are rising. The companies have to focus on Customer loyalty and repeat purchase. 6. Manual back-end: Though most reputed chains have IT enabled systems for

property management, reservations, etc., almost all the data which actually make the company work are filled in manual log books or are simply not tracked. 7. Human resource development: Some of the services required in the tourism and hotel industries are highly personalized, and no amount of automation can substitute for personal service providers. India is focusing more on white collar jobs than blue collar jobs.

## CONCLUSION

Throughout our research was possible to realize that tourism is assumed as one of the main economic activities in the world taking into account a range of income and capital gains that generates around it. We have seen that the development of tourism potentiates the development of the hotel activity causing an increase in the number of establishments and their respective size, complexity and organization. Also noticed that the hotel is part of the tourist offer, even being one of the most important subsectors, given that housing is a key component of this activity, which led to an increase in the number of hotel establishments at the same time that there has been growth of tourism. The evolution of the transport system and the technological means, along with changing consumer behavior, has enabled an increase in the number of trips which led to the need to create conditions for the receipt of these tourists, which makes larger number of establishments arise, while its size and organizational complexity will also increase. Hotel management can be seen as a particular case of business management but with very similar goals. The hotel management arises due to the evolution and development of the hotel business that has become increasingly complex and coupled to technological evolution makes emerge management techniques that follow this same trend this development hotelier leads to the need to introduce a series of management techniques that subsequently give rise to a set of techniques encompassed what later comes to be known as hospitality management. Among various types of techniques and management strategies, some of them appear closely related to the topic of and started attending a very close relationship with the hotel management and brings numerous benefits to hotel operations. We saw that the hotel group are better adapted to the evolution of hospitality, Add that it was possible to define a set of external and internal actions that can be implemented easily and without great financial cost to the hotels and can bring added value in improving awareness and increasing occupancy rates and overall results. Finally, we saw that the hotel group is better adapted to the evolution of hospitality, to the extent that accompanied the new trends in hotel management.

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