



HOSPITALITY MANAGEMENT

Unit-I



Introduction : Hospitality industry

The hospitality industry is the industry that is responsible for providing primarily food services and accommodations in places such as hotels, resorts, conference centers and theme or amusement parks. The catering industry, which overlaps with the hospitality industry, primarily provides food services to institutions (such as schools, hospitals, or governmental operations), private industry (such as corporate cafeterias or motion picture studios), and private parties. And also, in a much boarder view, non-commercial institutional provide food and lodging. There is no one single and simple definition to explain the term of hospitality, Many people have tried to describe the hospitality industry in different ways. Broadly speaking, Hospitality is the act of kindness in welcoming and looking after the basic needs of customers or strangers, mainly in relation to food, drink and accommodation. A contemporary explanation of Hospitality refers to the relationship process between a customer and a host. When we talk about the “Hospitality Industry”, we are referring to the companies or organisations which provide food and/or drink and/or accommodation to people who are “away from home”. However, this definition of the “Hospitality Industry” only satisfies most situations.

Origin : Hospitality industry

Early travellers were either warriors or traders or people in search of knowledge and there were no hotels. Warriors and conquerors pitched their tents for accommodation while traders and persons traveling for knowledge placed a high value on hospitality and sometimes traded their merchandise for lodging.

Inn keeping can be said to be the first commercial enterprise for hospitality and one of the first services for which money was exchanged. Inns of the Biblical times offered only a cot or a bench in the corner. Guests stayed in large communal rooms with no sanitation and privacy. The rates were, of course, reasonable. The company was rough. Travellers shared the same quarters with their horses and animals.

King James Version of the Bible mentions that Mary and Joseph were turned away by a Bethlehem innkeeper because there was “no room at the inn”. According to Biblical scholars the innkeeper may have meant that the room was unsuitable for a woman about to give birth to a child. At that time, and probably for several centuries after that, men and women shared the same accommodation accompanied by their horses and livestock. The stable where Mary and Joseph spent the night was probably almost as comfortable as an inn and at the same time certainly more private than the inn itself.

In the 3rd century AD, the Roman Empire developed an extensive network of brick-paved roads throughout Europe and Asia Minor, and a chain of roadside lodges was constructed along the major thoroughfare from Spain to Turkey. Till the Industrial Revolution of the 1700s, no significant improvement was made in the inns and taverns and they were not very suitable for aristocrats.

To accommodate wealthy travellers, luxurious structures were constructed with private rooms, individual sanitation, and comforts of a European castle. These elegant new establishments adopted the French word for mansion- 'Hotel'. Their rates were beyond the reach of an ordinary person.

In America, early inns were modelled after European taverns with sleeping quarters shared by two or more guests.

Herman Melville in his novel *Moby Dick* has mentioned a seaman who checked into a room of a nineteenth-century inn and the next morning woke up to find out that he was sharing the bed with a cannibal. Sharing beds was a very common practice in early American and European inns. Throughout the 1800s American innkeepers improved their services and continued to build larger and more amply equipped properties and most of these properties were located near seaport towns.

The tendency of Americans to travel more provided inspiration to lodging operators. The nation's democratic spirit also led to the development of comfortable and sanitary lodging within the reach of an ordinary person.

Hospitality Industry can be broadly defined as the collection of businesses providing accommodation and/or food and beverages to people who are away from home.

Evolution : Hospitality industry

Hospitality is nearly as old as humanity. From the earliest caves to inns, staging posts, motels, and resorts—today, the hospitality industry is thriving, with something like 187,000 hotels around the world. Below is a timeline of some important milestones in the development of the hospitality industry.

15,000 BCE—The Lascaux caves in France are the first shelter in history that provably accommodated people of a different tribe.

Classical antiquity—In ancient Greece and Rome, spas and bathhouses often provided sleeping facilities and were popular attractions for those seeking rest and relaxation. A bordello in Classical Pompeii is considered to be the first hospitality establishment that charged for lodging.

Middle Ages—In Japan, the first two hotels in history (guest houses called *ryokans*) were built in the early 700s. In the Middle East, *caravanserais* were a resting place for caravans along the Silk Road, and refuges served pilgrims and crusaders on their way to the Holy Land. In China and Mongolia, staging posts provided shelter for couriers and allowed horses to be changed more easily. In Europe, cloisters and abbeys provided free accommodation to travellers. Gradually, inns and guesthouses began to open on popular trade routes to provide lodging for traveling merchants and their horses.

1600s—More than 600 inns were registered in England; the English and French governments began to introduce laws regulating them. Thermal spas with lodging were developed at Karlovy Vary in the Czech Republic. The first guidebooks for travellers were published in France.

Early 1700s—Masonic Lodges began to appear in North America. In Paris, the Place Vendome offered the first example of a multiple-use architectural complex, including boutiques, offices, apartments, and hotels.

1760s—The Industrial Revolution spurred the construction of hotels across Europe and the United States.

Early 1800s—The first modern hotel built in England, with a full complement of facilities, was the Royal Hotel in Plymouth. Holiday resorts began to flourish along the French and Italian rivieras. In Japan, *ryokan* guest houses proliferated; in India, *dark* bungalows run by the British government served travellers.

1829—The Tremont House in Boston was the first hotel to provide inside toilets, locks on the doors, and bellboys.

1832—Holt's Hotel boasted the first steam-powered elevator in New York City.

1862—Le Grand Hôtel Paris opened, the largest and most luxurious in Europe, decorated by top painters.

1870—The Palmer House Hotel in Chicago was the first hotel built to be fire resistant and the first to offer telephones in all its rooms.

1873—The Palais Württemberg in Vienna was transformed into the Hotel Imperial, a superb luxury residence for the notables of the era.

1888—The Hotel Victoria in Kansas City, Missouri, was the first to offer an end suite bathroom with every room.

1893—The first school for hoteliers, Ecole hotelier de Lausanne, was founded in Lausanne, Switzerland. That same year, the Waldorf Astoria in New York opened its doors. It was the first hotel to offer room service; its maître d' created the Waldorf salad.

Early 20th century—The early years of the twentieth century saw the construction of new luxury hotels: The Ritz in Madrid, the Savoy in London, the Beau Rivage Palace in Lausanne, the Plaza in New York, the Metropole in Brussels, the Plaza-Athene in Paris, the Taj Mahal in Bombay, etc. During this period, Switzerland built its first ski resorts.

1923—La Mamounia was built among gardens in Marrakech, Morocco; many considered it to be the most beautiful hotel in the world.

1927—Hot Shoppes was founded in Washington, D.C., a hospitality company that later became Marriott Corp.

1950s—After the Great Depression and the war, the fifties saw a second boom in the hotel industry, including the advent of Club Med, the first casino hotels, the first hotels developed by airline companies, and new resorts flourishing around the Mediterranean. In the United States, Holiday Inn and Howard Johnson's motor lodges were founded; 35,000 motels were built between 1939 and 1960.

Latter half of the 20th century—Thanks to various social and economic factors, middle-class people had more time and money to indulge in travel. Hotels began to diversify, catering to different budgets and interests (spas, casinos, motels, hostels, resorts, conference hotels) and offering a more varied range of services.

1970—Hotels catering to business people began to proliferate, especially in the Middle East, Europe, and North America.

1980s—The third boom in the hotel industry began in 1980. International hotel chains (mostly American) expand in Europe, the Middle East, and Asia.

1987—Kendall College launched its Bachelor's in Hotel and Restaurant Management program, which later evolves into a Bachelor's in Hospitality Management

Digital age—Software companies began developing new tools for the hospitality industry that are still evolving today, including customer databases and systems for reservations, room and housekeeping management, customer preferences, loyalty programs and more.

1993—The travel industry was quick to take advantage of the advent of the Internet, giving customers the opportunity to compare, book and review hotels from their home computer.

1997—Hotel Aldon Berlin, destroyed in 1945, is rebuilt for \$260 million on its original site facing the Brandenburg Gate. Its exterior is a virtual replica of the original; inside, the rooms are the ultimate in luxury.

Early 21st century—Global corporate hotel chains merge and acquire each other. InterContinental Hotel Group now owns Holiday Inn and Crowne Plaza; Marriot owns Renaissance; Accor Hotels owns the brands Raffles, Sofitel and Novotel.

2009—Airbnb is founded, challenging the hotel industry by attracting tourists and taking market share. Hotels respond with creative marketing approaches, including social media campaigns and personalized customer experiences created through smart devices.

2014—The Waldorf Astoria New York is sold to the Chinese A bang Insurance Group for \$1.95 billion, the most ever paid for a hotel.

2015—The First World Hotel in Pahang, Malaysia, expands to become the largest hotel in the world, with 7351 rooms.

Throughout the centuries, the basic principles of hospitality have remained the same. But today, managing a hotel requires extensive knowledge of hospitality management strategies, and formal education in the field is key.

Growth: Hospitality Industry

Over the last two decades, international departures have more than doubled from around 600 million to more than 1.4 billion. It is having a immense potential, a network of service providers has developed that caters to nearly every desire imaginable. Hospitality has gradually become one of the largest and most diverse industries, employing hundreds of millions spread over different sectors.

At present, the hospitality industry in India is considered a 'sunrise industry' which means it has a huge scope in the near future. It is considered as one of the most profitable industries which also accounts for over 8.78 per cent of the total workforce, creating almost 15 million jobs in the past five years. The sector attracts a major chunk of foreign direct investment inflow along with the most important means of foreign exchange for the country.

Categorization

In India, the hospitality industry is categorized broadly into:

Lodging

Food and Beverages

Transportations

Recreation / Theme parks and amusement parks

Other related fields

Every category under the umbrella of the term “hospitality” further contains many different sub-sector and operators. The mere global scale of the industry makes it difficult to provide a conclusive overview. Travel, for instance, encompasses all modes of transportation available to travellers, including coaches, airplanes, vessels, taxis etc. While all sectors are interconnected and reliant on each other, each one of them is facing unique challenges and opportunities in the future.

Thank you

Sources :

- Tewari R Jatashankar , Hotel front office operation and management, oxford press, new delhi
- Raghubalan G.And samritee raghubalan , hotel housekeepng , oxford press, new delhi
- <http://tourism.gov.in>