

## **HOSPITALITY MANAGEMENT – MODULE 5**

### **ROLES AND CONTRIBUTION OF ITDC AND STATE TOURISM CORPORATIONS IN DEVELOPMENT OF HOTEL SECTOR IN INDIA**

**India Tourism Development Corporation :** The India Tourism Development Corporation Limited (ITDC) is a Hospitality, retail and Education company owned by Government of India, under Ministry of Tourism. Established in 1966, it owns over 17 properties under the Ashok Group of Hotels brand, across India. ITDC came into existence in October 1966 and has been the prime mover in the progressive development, promotion and expansion of tourism in the country.

**The main objectives of the Corporation are:**

- To be a major player in the development of tourism infrastructure in the country.
- Achieve high level of productivity of its employees by way of better training, motivation, and HRD techniques.
- To play an active role in associating State Governments and State Tourism Development Corporations in conceptualizing and execution of tourism projects, publicity, promotion and training.
- To ensure customer delight by providing value for money
- To construct, take over and manage existing hotels and market hotels, Beach Resorts Traveller's Lodges /Restaurants;
- To provide transport, entertainment, shopping and conventional services

## **TAKES OF ITDC**

- **HOTEL AND RESTAURANTS :** The corporation is running hotels, restaurants at various places for tourists besides providing transport facilities. ITDC hotels are located at New Delhi, kovalam, pondicherry, mysore, Bangalore, , puri, bhubneshwar, aurangabad, etc. presently, ITDC has a network of eight Ashok group of hotel, six joint venture hotel, 2 restaurant. In spite of its commitment bureaucracy in the running of the hotel/restaurants has dealt a dent in its performance. Hence some property was sold out earlier. Besides, ITDC is also managing a hotel at bharatpur and a restaurant at kosi on behalf of the department of tourism. In addition it is also managing catering service at western court, vigyan bhawan, Hyderabad house and national media press centre at shastri bhawan, New Delhi.
- **COACH TOURS :** The India tourism development corporation conducts over 2 dozen different package tours, each with different itineraries covering the whole country in different travel circuits. The duration of the tours range from 1 day to 12 days. These are very popular, despite competition from the private sector.
- **ENTERTAINMENT FACILITY:** Tourists need to be exposed to the India culture which is very much embedded in entertainments like dance, music and other folk arts. ITDC organizes two Sound & Light Shows besides other concerts for providing entertainment to the tourists.

### **➤ STATE MINISTRY OF TOURISM**

Each state has ministry of tourism in the ministry and department of tourism in the ministry. The ministry/department is making the policy and programs of tourism development in the state or the region concerned and is also operating a tourism corporation which typically runs a chain of hotel/motels and conducts package tours. The package tours are operated along the travel circuits. These are quite popular too. The state participant is making a balance of power between public and private operators.

➤ **STATE TOURISM DEVELOPMENT CORPORATION**

All state government and union territories operate hotels, tours and beach resorts and so on. Operations of hotels conduct of package tours etc are the top functions of these corporations. The state run hotel businesses are given a thrust on quality and commitment. The state run coach tours have the best of comforts (vehicles, lodging, catering, etc).

➤ **STATE /REGIONAL LEVEL HOTEL& RESTAURANT ASSOCIATION HOTEL MEMBERSHIP ELIGIBILITY**

- Must be a functioning establishment in operation.
- If the hotel is under construction, only associate membership can be approved. This can be converted to hotel membership once it starts operations.
- Must have all the relevant municipal/police or any other required licenses with current validity.
- A restaurant in a hotel can also become a separate restaurant member (one restaurant can become member for hotel with 25-100 rooms and two restaurants can become members for hotel above 101room)

## **MULTINATIONAL HOTEL CHAINS AND THEIR IMPACT ON INDIAN HOTELIERING BUSINESS**

In the hospitality industry, Average room rate (ARR) and occupancy are the two most critical factors that determine the profitability.

### **CATEGORIZATION OF HOTELS IN INDIA**

- **HERITAGE HOTELS** : These types of hotels reflect the old glory and grandeur of India, they are mostly the old havelis and mansions of ancient times which have been turned into Heritage Hotels, and these provide tourists with an opportunity to experience royal pleasure in traditional ambiance. They mostly concentrate in the princely states of Rajasthan, Delhi, and Madhya Pradesh
- **LUXURY HOTELS**: These Hotels are equipped with world class infrastructural amenities; they offer the tourists with a fine lodging and dining experience. They extend a warm welcome to the customers catering primarily to the upper class executive .
- **BUDGET HOTELS** : These kinds of Hotels are like home away from home, they accommodate customers from upper middle and middle class. Mostly named as Economy Class Hotel, Business Hotels and Discount Hotels, the Budget Hotels supports the modern infrastructural facilities for a comfortable and pleasant stay.
- **RESORTS**: Resort hotels in India are mostly found in hill stations and sea side tourist destinations. These are located amidst natural scenic beauty; they are the ideal place to enjoy some valuable time with family and friends or in solitude

## **IMPORTANT HOTEL GROUPS IN INDIA**

Indian Hotel Industry has been booming business and has also given a boost to tourism business in the country. Radisson Hotels India, Taj Group of Hotels, Park Group of Hotels and ITC Hotels are some of the known hotels in the hotel industry that are famous for unique amenities and superb accommodation arrangements.

There are also the ITC Maurya Delhi, ITC Maratha Mumbai, and Fort Radisson of Radisson Group in Kolkata, Radisson Jass Hotel Shimla, The Taj West end, Bangalore, Taj Coromandel, and Chennai. The major cities like Bangalore, Hyderabad, Chennai, Gurgaon, Pune and the suburbs of Mumbai are the area's most attractive for the international investment and as expected these are the cities with the largest development.

## **Employment Opportunities**

Career's diversity of experience in hotel management is greater than in any other profession. The Hotel industry involves combination of various skills sets like management, food and beverage service, housekeeping, front office operation, sales and marketing, accounting. The rise in corporate activity today like travelling for business and even a holiday has made the hotel industry a very competitive one.

- Hospitality Executives
- Kitchen Management
- House and Institutional Catering Supervisors/Assistants
- Cabin Crew in National and International Airlines
- Catering Officers in Cruise lines/Ships
- Marketing/Sales Executives in Hotel/Multinational Companies
- Customer Service Executives
- Service Sectors
- Managers/Supervisors in Tourism Development Corporations
- Entrepreneurship opportunities