

Customer Service Executive (Meet and Greet)

(Job Role)

Qualification Pack: Ref. Id. THC/Q4205
Sector: Travel, Tourism and Hospitality

Textbook for Class XI



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एन सी ई आर टी
NCERT

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Foreword

The National Curriculum Framework–2005 (NCF–2005) recommends bringing work and education into the domain of the curricular, infusing it in all areas of learning while giving it an identity of its own at relevant stages. It explains that work transforms knowledge into experience and generates important personal and social values such as self-reliance, creativity and cooperation. Through work one learns to find one’s place in the society. It is an educational activity with an inherent potential for inclusion. Therefore, an experience of involvement in productive work in an educational setting will make one appreciate the worth of social life and what is valued and appreciated in society. Work involves interaction with material or other people (mostly both), thus creating a deeper comprehension and increased practical knowledge of natural substances and social relationships.

Through work and education, school knowledge can be easily linked to learners’ life outside the school. This also makes a departure from the legacy of bookish learning and bridges the gap between the school, home, community and the workplace. The NCF–2005 also emphasises on Vocational Education and Training (VET) for all those children who wish to acquire additional skills and/or seek livelihood through vocational education after either discontinuing or completing their school education. VET is expected to provide a ‘preferred and dignified’ choice rather than a terminal or ‘last-resort’ option.

As a follow-up of this, NCERT has attempted to infuse work across the subject areas and also contributed in the development of the National Skill Qualification Framework (NSQF) for the country, which was notified on 27 December 2013. It is a quality assurance framework that organises all qualifications according to levels of knowledge, skills and attitude. These levels, graded from one to ten, are defined in terms of learning outcomes, which the learner must possess regardless of whether they are obtained through formal, non-formal or informal learning. The NSQF sets common principles and guidelines for a nationally recognised qualification system covering Schools, Vocational Education and Training Institutions, Technical Education Institutions, Colleges and Universities.

It is under this backdrop that Pandit Sunderlal Sharma Central Institute of Vocational Education (PSSCIVE), Bhopal, a constituent of NCERT has developed learning outcomes based modular curricula for the vocational subjects from Classes IX to XII. This has been developed

under the Centrally Sponsored Scheme of Vocationalisation of Secondary and Higher Secondary Education of the Ministry of Education, erstwhile Ministry of Human Resource Development.

This textbook takes care of generic skills embedded in various job roles in a comprehensive manner and also provides more opportunities and scope for students to engage with these common and necessary skills, such as communication, critical thinking and decision making in different situations pertaining to different job roles.

I acknowledge the contribution of the development team, reviewers and all the institutions and organisations, which have supported in the development of this textbook.

NCERT would welcome suggestions from students, teachers and parents, which would help us to further improve the quality of the material in subsequent editions.

New Delhi
September 2020

HRUSHIKESH SENAPATY
Director
National Council of Educational
Research and Training

About the Textbook

The Travel, Tourism and Hospitality is one of the largest service industries in India as well as in the world that includes transportation, accommodation, places of tourist interests, planning of events, etc. It is perhaps also the largest foreign exchange earner along with being a provider of employment of many people, directly or indirectly through many associated service industries. It includes government tourism departments, immigration and custom services, travel agencies, airlines, tour operator, hotels, etc., and many associated service industries such as airline catering or laundry services, guides, interpreters, tourism promotion and sales, etc.

Amongst the several jobs available in the Travel, Tourism and Hospitality industry, the 'Customer Service Executive (CSE) (Meet and Greet)' is an essential job role in hotels and travel companies. A Customer Service Executive (Meet and Greet) performs the basic functions related to tour operation at work and prepares for providing meet and greet services to the customers or guests at the terminal or designated places, i.e., hotel's Front Office. As the guests arrive, the CSE extends a warm welcome and greetings to them and provide other services and assistance such as, inquiring about their comfort, make travel arrangements, handling guest's queries and assist them to transfer luggage on arrival and departure. Customer Service Executive (Meet and Greet) provides all the information regarding their trip and hand over the necessary documents as tour itinerary, hotel vouchers, booked tickets and agency manuals, etc., to the tourists or guests.

After successfully completing this course in Classes XI and XII, students will be able to perform the job role of Customer Service Executive (Meet and Greet) in travel, tourism and hospitality sector and will also be able to pursue higher level certificate, diploma and degree courses in Travel and Tourism or Hospitality field.

This textbook has been developed as an effort to impart knowledge and skills through practical exercise, which forms a part of experiential learning. It focuses on the learning by performing job activities along

with the classroom teaching learning process. The learning activities are students-centred.

This textbook has been developed with the contribution of the expertise from the subject and industry experts and academicians for making it a useful and inspiring teaching-learning resource material for the students. Adequate care has been taken to align the content of the textbook with the National Occupational Standards (NOSs) for the job role so that the students acquire necessary knowledge and skill as per the performance criteria mentioned in the respective NOSs of the Qualification Pack (QP). The textbook has been reviewed by experts to make sure that the content is not only aligned with NOSs, but is also of good quality. The NOSs for the job role of 'Customer Care Executive (Meet and Greet)' covered through this textbook are as follows:

1. Introduction to Tourism Industry
2. Introduction to Hospitality Industry
3. THC/N4208: Meet and Greet Service to Customers
4. THC/N4207: Prepare for Providing Meet and Greet Service
5. THC/N4209 & THC/N4210: Arrange for the Guest Transfers and Handling Guest Queries
6. THC/N9901: Communicate with Customers and Colleagues

Unit 1 of this textbook gives the introduction of tourism industry, various tourism terminologies and their use in modern trends in professional world.

Unit 2 emphasises the introduction of Hospitality Industry and its evolution.

Unit 3 focuses on the importance of Meet and Greet Service for customers. It appraises the students about the meaning and various terminologies of Customer Service Executive (Meet and Greet).

Unit 4 is about the process and preparation for extending Meet and Greet Service to the customers.

I hope this textbook will be useful for students and teachers who opt for this job role. I shall be grateful to receive suggestions and observations from readers which would help in bringing out a revised and improved version of this textbook.

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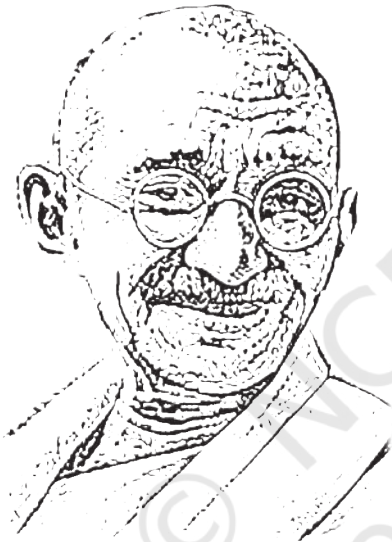
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.....Ahimsa is the very definition of woman and there is no place for untruth in her heart. If she is true to herself she is no longer Abala - the weak, but she is Sabala - the strong.....

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Unit



Introduction to the Tourism Industry

Tourism is perhaps one of the fastest growing economic sectors in the world. It is a sector that provides all the products and services that tourists need. It includes the way people travel, where they stay, where they eat, the places they visit, the attractions they see, the activities that they engage in whilst away from home, etc. Hence, it includes a wide range of businesses and activities, like airlines, restaurants, timesharing, travel agencies, hotels, resorts, tour operators, entertainment services, marketing, research, public relations as well as physical planning and development—to mention a few. Definitions of tourism remain vague and usually need further elaboration and explanation depending on the context in which it is used. However, most definitions state ‘stay away from home’ as a prerequisite for tourism to take place.

The reasons for such a rapid growth could be the socio-economic progress within our society and globalisation resulting in the inter-connectedness of the world. Higher disposable incomes, increased leisure time and falling costs of travel might also be an added factor for the growth of this industry. The modern pattern of Tourism business has emerged as a progressive sector in terms of employment and income generation.



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In general, Tourism is concerned with travel for pleasure, medical services, business purposes, holidays and excursions. These are motivations for people to leave their normal place of work and residence for short periods of time temporarily and visit other places, with an intention of leisure, pleasure for different routine and engage in new activities and experiences.

Tourism Industry

The Tourism Industry refers to the businesses and organisations that help to promote a tourism product. It is, in fact, a combination of different industries, i.e., Hotels, Airlines, Railways, Car-rental companies, Travel agencies, Recreational and entertainment organisations, etc. It may be defined as a group or cluster of firms which deals in providing attractive and affordable holiday packages to its customers, either within a state, country, or at the international level.

SESSION 1: CONCEPT OF TOURISM

We often hear the word 'Tourism' on television or learn about it from newspapers or people around us.

It has become an activity where people are engaged either as customers or as service providers. The Tourism industry is a broad category of fields within the service industry, which includes lodging, food and beverage, event planning, theme parks, transportation and travelling. Therefore, it creates millions of jobs directly and indirectly.

Tourism

The word tourism is derived from the French word *Turisme*, which literally means to 'tour and travel'.

Tourism is the process of temporary movement of humans from one point to another and returning to the point of origin of travel. It is a phenomenon related to tour and travelling to a particular area, locality, sites, places, etc. But travelling without any reason for temporary stay is not termed as tourism. It is something about people who travel away from their familiar home



environment for many reasons. In order to know and understand the nuances of tourism, one would need to understand the term 'tour'.

The term 'tour' is derived from the Latin word *toumel* or the Greek word *tourness*, which refers to circle. The *Oxford Dictionary* relates tour to a journey for pleasure, during which one visits several areas. The suffix 'ism' and 'ist' refers to the movement around the circle by the people. Like a circle, a tour represents a journey that is a round trip. Therefore, one who undertakes such a journey is called tourist. The word tourism came to be added in the English dictionary only after the nineteenth century.

Some Definitions of Tourism

Tourism is defined by the World Tourism Organization (UNWTO) as comprising 'the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes'. The UNWTO is the United Nations agency responsible for the 'promotion of responsible, sustainable and universally accessible tourism.' Some other definitions of tourism according to their key concepts are as follows:

- As per the Tourism Society of United Kingdom— 'Tourism is the temporary movement of people to destination outside of the places where they normally live and work, and their activities during their stay at these destinations.'
- In 1968, International Union of Official Tourism Organization (IUOTO) and World Tourism Organization (WTO) had defined tourism and tourist as—'the tourists are temporary visitors staying at least 24 hours in the country visited'.

Purpose of Travel

The main purpose of a trip is defined as the purpose in the absence of which the trip would not have taken place. The purpose of travel can be broadly classified in the given categories.

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Personal or Leisure

This category includes the tourists and visitors who travel to destinations with a reason to spend time to get enjoyment and entertainment, and not working at professional front. The activities of the movement may be planned and managed as per the individual likes, interest and desire for pleasure and fun.

The main purpose of travel under this category may be:

- Holidays, leisure and recreation
- Visiting Friends and Relatives (VFRs)
- Study or Education and training
- Health and medical care
- Religion and pilgrimages
- Shopping
- Transit
- Other purposes like sports, etc.

Business or Professional

These are the visitors who travel to destinations with a reason to work and spend time to get optional enjoyment and entertainment. For example, travel for business meetings, conventions, conferences, seminars, any special missions, etc.

Traveller, Visitor and Tourists

Visitor

It is a broader term that includes all type of tourists. There are three categories of visitor.

- The first category includes people who stay away from home (domestic or abroad) for one or more night(s).
- Same day visitors, also known as 'one-day tourists', are at least two hours away from home to a place, where there is a usual environment for purchasing, recreation and other social purposes.
- Leisure day visitors spend less than three hours away from home but outside their usual environment for leisure, recreation or other social purposes.



Traveller

A traveller is a person, who covers a reasonably large distance within or outside one's country of residence. The person arrives with no 'to-do' list, roams around a place and mingles with local residents. Such a person tries to immerse in the local culture rather than standing out. A traveller may consider one's trip a journey rather than a vacation.

Tourist

A tourist is a person, who visits a place other than one's home. The person is a temporary visitor, who stays for at least 24 hours at the place visited. The person has an agenda, a certain time limit to see and do some activities. It is, usually, easy for locals to spot a tourist. The purpose of journey can be any one of the following.

- Leisure (recreation, holiday, health and sports)
- Business
- Family obligation
- Religious purpose
- Study or training

Types of Tourists

There is no hard and fast rule as far as the division of tourists is concerned. Since the inception of the concept of tourism, various service providers such as airlines, hotels, travel organisers, etc., have segregated tourists based on their purpose of visit. On the basis of activities taken up by the tourists, WTO has categorised tourists into several types as shown in Figure 1.1.

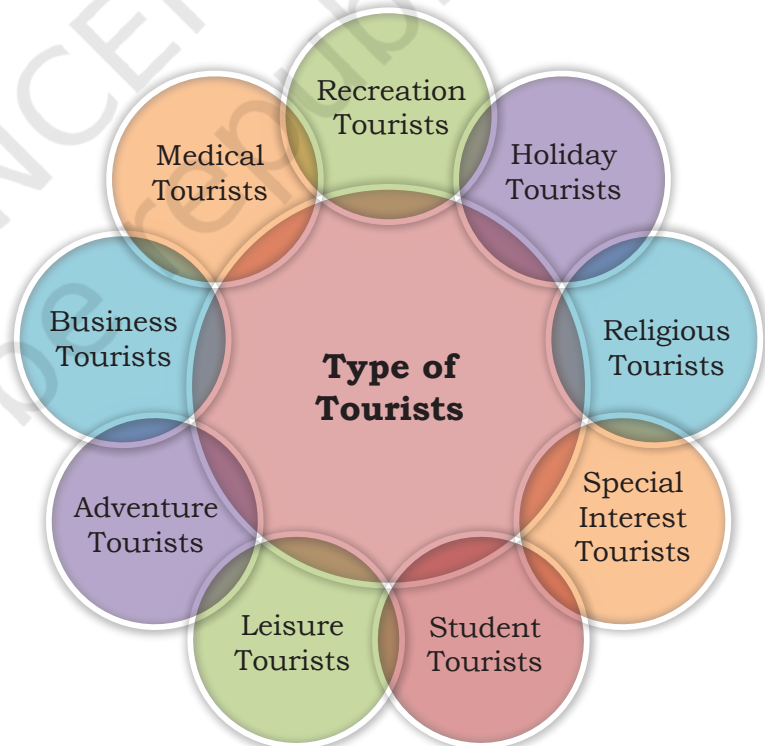


Fig. 1.1 Types of tourists



Fig. 1.2 Holiday tourists



Fig. 1.3 Trekking, Uttarakhand



Fig. 1.4 Religious tourists

Table 1.1: Types of tourists

Types	Activity in which they participate
Recreation Tourists	Club and casino, spa, fun world, sports centre, etc.
Holiday Tourists	Cultural tour, shopping, theme parks, etc.
Leisure Tourists	Fun and excitement, about rest and relaxation, Places of historical importance, museum art, club etc.
Student Tourists	Studies and research
Religious Tourists	Pilgrimage, religious charity activities, etc.

Adventure Tourist	Adventurous activities like Jungle safari, mountaineering, rafting, trekking, bungee jumping, exploration, etc.
Business Tourist	Group Business, meeting conference, convention, shopping, etc.
Health or Medical Tourist	One's health, physical appearance or fitness, travel for health consultation from medical experts and doctors

Excursionist

Excursionist is a temporary visitor, staying less than twenty-four hours in the destination visited and not staying overnight.

Table 1.2: Distinction between Tourist and Excursionist

S. No.	Tourist	Excursionist
1.	Any person coming to the country for a legitimate reason other than immigration and who stays at least 24 hours and at most 6 months during the same year.	Any person visiting a country other than their residence and staying for less than 24 hours.
2.	Their activities should be of 'Economic Nature'.	They shouldn't get involved in earning activities.
3.	All the tourists are called visitors.	All the visitors may be excursionists.

Concept of Origin and Destination

Tourist Origin

It is the place where the tourist lives and starts his travel from.

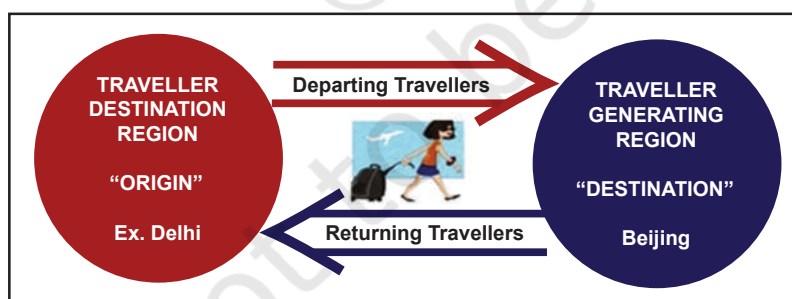


Fig.1.5 Concept of 'tourist origin' and 'tourist destination'

Tourist Destination

Destination is a tourist place which the tourist visits and stays at for at least 24 hours. The destination supports staying facilities, entertainment, and other resources, such as transportation, lodging, etc. In other

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ways, a tourist destination may be a hotel, city, country or region.

A destination is defined as 'a country, state, region, city or town which is marketed or markets itself as a place for tourists to visit'. It is dependent on the revenues accruing from tourism. It may contain more than one tourist attractions. For example, Khajuraho in Madhya Pradesh is a destination of tourist attractions with its world famous temple styles and erotic architecture. Similarly, the Taj Mahal in Agra is world renowned for its architecture and historical importance.

The relationship between tourist origin and tourist destination is depicted in Fig. 1.5.

The tourist destinations may be categorised as under:

- (a) **Centred destinations** are most common for traditional holidays where tourists travel to a destination and they perhaps expect to spend the majority of their time, with occasional excursions to nearby tourist spots.
- (b) **Base destinations** are the places from where the surrounding region can be explored.
- (c) **Multicentre holiday destinations** are where two or more destinations are of equal importance on the itinerary.
- (d) **Touring destinations** are the ones which will be a part of a linear itinerary.
- (e) **Transit destinations** are the stopovers en-route to the final destination. For example, when tourists visit Golden triangle tour of Delhi-Agra-Jaipur, then they visit Fatehpur Sikri en-route Agra to Jaipur, so here, Fatehpur Sikri would be the transit destination.

Practical Exercises

Activity 1

Visit any two or three tourist spots of your city and prepare a report on various types of tourists and their purpose of travel.



Material Required

Writing material and a document file

Procedure

- Select a tourist place and gather information about the travelling route to the destination.
- Note the kind of tourists visiting the place and try to interact with some of them to know the purpose of their travel.
- Note down the data in the notebook.
- Prepare and submit the report on the basis of the collected data.

Activity 2

Prepare a chart showing various type of tourists visiting different destinations using picture cuttings.

Material Required

Chart paper, writing material and colours

Procedure

- Take a chart paper.
- Collect different picture cuttings of various tourists at tourism sites.
- Paste the collected cuttings and mention the type of tourists and their purpose of travel.

Check Your Progress**A. Multiple Choice Questions**

1. Tourism is a _____ phenomenon.
 - (a) local
 - (b) regional
 - (c) national
 - (d) global
2. Tourism is a _____ and _____ movement of people from one place to another.
 - (a) permanent, long-term
 - (b) temporary, long-term
 - (c) temporary, short-term
 - (d) permanent, short-term
3. Which of these is not a purpose of tourism?
 - (a) Education
 - (b) Business
 - (c) Sight-seeing
 - (d) Employment
4. Who is not a tourist?
 - (a) Visitor from some other location for a temporary visit.
 - (b) A person visiting friends or relatives.

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- (c) A person visiting for sight-seeing.
 - (d) A job seeker in another country.
5. If Mr. Young from Korea travelled to India for a visit to the Taj Mahal in Agra, then the origin would be _____ and the destination would be _____.
- (a) Agra, Korea
 - (b) Korea, Agra
 - (c) Korea, Taj Mahal
 - (d) Taj Mahal, Delhi

B. Subjective Questions

1. What do you understand by tourism?
2. Why do you think people travel?
3. Differentiate between the following:
 - (a) Tourist and Excursionist
 - (b) Traveller and Visitor
4. Explain the WTO Classification for traveller.

SESSION 2: TYPES AND FORMS OF TOURISM

Tourism can be divided into different categories. These days, the Tourism Industry offers numerous specialised forms of tourism in order to meet the increasingly diverse and unique needs of a tourist. Reaching different far off places and sights, foods, arts and civilisations has become easier due to globalisation. The Tourist Industry is now able to woo the tourists all over the world for a travel suited to each one's purpose. These types and forms of tourism emerge within the context of changing social lifestyles of people.

Forms of Tourism

The United Nations in its 'Recommendations on Tourism Statistics' in 1994, has classified the forms of tourism as follows.

(i) Domestic Tourism

This is a type of tourism in which the tourist travels within the country and visits the places or areas other than where he lives or works. For travel within one's own country, no travel documents or papers are required. For example, when Mr. Anil, a resident of Delhi goes



to see the Taj Mahal in Agra, he is a domestic Indian Tourist.

(ii) International Tourism

International travel is related to travel to a place other than one's own country with a different economic and political system and requires essential travel documents to cross the frontiers. International tourism can be further classified into two types as following:

(a) Inbound Tourism

When a tourist or resident of one country enters and visits any other country, then he is an 'Inbound tourist' to the visiting country. It means visit to a country by a non-resident of that country, for example, when an American citizen comes to India to see the Taj Mahal, he is an inbound tourist for India.

(b) Outbound Tourism

Outbound tourism is related to the residents travelling to another country. A tourist leaving his own country of residence and moving out to another country is known as an 'Outbound tourist' to the leaving country. It means visit by the residents of a country to another country for example, when an Indian citizen goes to America on a tour, then that person would be an outbound tourist for India.

(c) Internal tourism

It comprises domestic tourism and inbound tourism.

Types of Tourism

Travel and tourism is one of the effective ways to see and explore the world, experience new cultures and meet new people. For many tourists, however, travel and tourism accomplish many other purposes, which go beyond the joy of visiting a new place. There are different types of tourism that explain why tourists choose a particular destination or the activity.

Mass Tourism

This kind of tourism is an organised visit by a large group of people to a special tourist destination. The

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itinerary for each day is fixed by the tour organiser. Mostly, this tourism would be a social activity. The tourists generally desire for souvenirs and sight-seeing. For example, religious places, theme parks, boat cruises, resort towns, sports and matches of popular games, etc.

Alternative Tourism

Alternative tourism is the opposite of mass organised tourism. The *Bulgarian Association for Alternative Tourism* defined that, 'Alternative tourism involves travel that is personal and authentic and encourages interaction with the local environment, people and communities. Alternative tourism includes package tours and individual tourist services in the following areas:

- *Nature-based tourism*— Tourism in natural environments, eco-tourism, outdoors and adventure including biking, horseback riding, skiing, snow shoeing, rafting, diving, caving and hiking;
- *Culture tourism*— Rural, cultural, heritage, ethnic, religious, wine, cuisine, music and crafts.

Forms of mass and alternative tourism

Eco-tourism

Eco-tourism is 'responsible travel to natural areas that conserves the environment and improves the well-being of local people' (TIES 1990).

Being responsible means that it should:

- Minimise the impact of tourist activity on beautiful natural and wildlife destinations.
- Build environmental and cultural awareness and respect.
- Provide positive experiences for both visitors and hosts.
- Provide direct financial benefits for conservation.
- Provide financial benefits and empowerment for local people.
- Raise sensitivity to host countries' political, environmental, and social climate.



It involves the maintenance and enhancement of natural systems such as water, air, woods and forests, and flora and fauna through tourism.

MICE Tourism

The term MICE in the context of travel is an acronym for Meetings, Incentives, Conferences, and Exhibitions. The MICE market refers to a specialised niche of group tourism dedicated to planning, booking and facilitating conferences, seminars, and other events. MICE is a growing industry in the world. The players in the MICE field include corporate meeting planners; meetings and convention departments of hotels; conference centres or cruise ships; food and beverage managers; logistics firms; private tour operators and transfer companies; incentive houses; professional trade organisations; and tourism boards, tourism trade associations and travel-selling professionals. The hotspots for MICE or business tourism, at present, are Hong Kong, Malaysia and Dubai, although it is also growing in India, the country boasts of some world-class convention centres. The Ashok Hotel, New Delhi; Hyderabad International Convention Centre, Hyderabad; Le Meridian, Cochin are forerunners in the Indian MICE tourism facilitating both domestic and international level of business meetings and conferences.

Rural Tourism

‘Any form of tourism that showcases the rural life, art, culture and heritage at rural locations, thereby benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience can be termed as rural tourism.’ Rural tourism is essentially an activity which takes place in the countryside. It is multi-faceted and may entail farm and agricultural tourism, cultural tourism, nature tourism, adventure tourism, and eco-tourism. The tourism in Uttarakhand and Himachal Pradesh are a combined form of adventure and rural tourism.

Ethnic Tourism

Ethnic tourism is when travellers choose to firsthand experience the practices of another culture, and may involve performances, presentations and attractions portrayed or presented by small, often isolated indigenous communities. Ethnic tourism is travelling for the purpose of observing the cultural expressions of lifestyles of truly exotic people; for example, Tribal (Ethnic) Tours in North East India, Andaman and Nicobar Islands, etc. Indian Tribal communities and their culture also attract tourists. North East India has been unique for the cultural and ethnic diversities that it had contained peacefully for centuries. People of different races and cultures had come and settled, intermingling within these hospitable river valleys and mountains.



Fig. 1.6 Cultural dance, Rajasthan

Cultural Tourism

This type of tourism has an objective of understanding the local history of the place, foods, local production, and local culture. This kind of travel is directed toward experiencing the arts, heritage, and special character of unique places. It includes arts (galleries, studios, performing and visual arts), cultural activities (festivals, celebrations, rituals, events), and physical heritage (buildings, monuments and environment), etc.

Adventure Tourism

It involves the tourism activities with adventure sports based on land, water and air such as rock climbing, trekking, bungee jumping, sky-diving, hiking, heli-skiing, surfing, rafting, or skiing, etc.

Wildlife Tourism

It can be broadly defined as travelling to destinations with the main purpose being to observe the local fauna. This, therefore, implies that wildlife tourism includes other niche markets such as bird watching and the exploration of marine life (such as whale watching).



As bird watching has grown to be a significant niche market in its own right, the definition of wildlife tourism has been restricted to trips to destinations with the main purpose of visit being to observe the local fauna, excluding birdlife.

Heritage Tourism

Historical or heritage tourism means travelling with the primary purpose of exploring the history and heritage of a place. It may mean simple sightseeing of renowned historical architecture, visiting local museums or even something as quaint as sampling authentic historical recipes in their place of origin. The National Trust defines Heritage Tourism as ‘travelling to experience the places, artefacts and activities that authentically represent the stories and people of the past’, like the Golden Triangle Tour in India—Rajasthan, Amritsar and Delhi.

Medical Tourism

Medical tourism is also termed as medical travel, health tourism or global healthcare. More broadly, health and wellness tourism, refers to the industry in which people from across the globe travel to other countries to get medical and surgical care due to various reasons, such as better convenience, lower cost, reduced waiting time to undergo a surgery and treatment, which are unavailable in their own countries.

Medical tourism which is a blend of leisure with wellness and healthcare focuses on two kinds of treatment systems, i.e. Allopathic and Ayurvedic. Almost 60 countries have identified medical tourism as a national industry and some of the most popular among these are Greece, South Africa, Jordan, India, Malaysia, Philippines and Singapore. India is emerging as the preferred healthcare destination for patients



Fig. 1.7 Birdwatching



Fig. 1.8 Qutub Minar

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across the globe. The Indian Medical Tourism market is expected to grow from its current size of USD 3 billion to USD 7–8 billion by 2020.

Culinary Tourism

Otherwise known as food tourism, culinary tourism is travelling to countries and getting to know the respective cultures through food and food related experiences and events such as festivals and food competitions.

The National Street Food Festival is a vibrant representation of the myriad tastes of the country, with exclusive delicacies and food-items belonging to the streets of Indian states.

Food tours are increasingly becoming popular amongst international tourists also, who are now trying their hand at Indian street food.

Practical Exercises

Activity 1

Prepare a chart showing different types of adventure sports.

Material required

A chart paper and writing material.

Procedure

- Access the information of different types of adventure sports from the internet.
- List different types of adventure sports.
- Collect some pictures of adventure sports
- Take a chart and paste the pictures or draw them.

Activity 2

Planning a class trip

Material required

Notebook, chart paper, and writing material

Procedure

- In a group of 3–4 students, ask them to plan a class trip for two nights and three days to a place.
- Finalise on a destination.



- The following points must be taken into account.
 - Mode of transportation
 - Accommodation and food
 - Sightseeing
 - Costing of the entire trip and rates per head
- Work out the details on the points discussed above.
- Present the plan in the form of a diagram on the chart.
- Entire group shall present the plan to the class.

Check Your Progress

A. Multiple Choice Questions

1. A traveller who participates in the *Char Dham Yatra* is a _____.
 - (a) religious tourist
 - (b) tourist
 - (c) adventure tourist
 - (d) excursionist
2. A company representative visited Agra for taking part in a conference along with sightseeing, the tourism activity comes under the category of _____.
 - (a) MICE Tourism
 - (b) Business Tourism
 - (c) Adventure Tourism
 - (d) Cultural Tourism
3. If Mr. Dinesh from India goes to America to visit New York City. This activity comes under _____.
 - (a) Inbound Tourism
 - (b) Domestic Tourism
 - (c) Outbound Tourism
 - (d) Regional Tourism
4. An eco-tourist is interested in visiting a destination where there is a _____.
 - (a) rich wildlife wealth
 - (b) dense forest
 - (c) historical monument
 - (d) relatively unspoilt natural environment
5. Participation and visit in Fair and Festivals is an example of _____.
 - (a) Alternative Tourism
 - (b) Mass Tourism
 - (c) Sustainable Tourism
 - (d) VFRs

B. Subjective Questions

1. List out the various forms of tourisms along with two examples of destination where they are prevalent within India.

2. Differentiate between:
 - (a) Inbound and Outbound Tourism
 - (b) Eco-tourism and Wildlife Tourism
3. Explain why these days alternative tourism is being promoted instead of mass tourism. Give examples to support your answer.
4. Define adventure tourism and briefly explain the various activities which are included in it.
5. Explain the role of Culinary Tourism in India.

SESSION 3: COMPONENTS AND CONSTITUENTS OF TOURISM

Basic Components of Tourism

For understanding the meaning and nature of the tourism phenomenon systematically, the various components of it are very essential. There are many constituents and components together which make tourism happen. Three of these components are considered to be basic:

- Transport
- Attractions and Locale
- Accommodation



Fig. 1.9: Basic components of tourism



Transport

There can be no travel if there were no transport. A tourist in order to get to his destination needs some mode of transport. This mode of transport may be a motor car, a coach, a train, an aeroplane, or a ship, which enables a traveller to reach his pre-determined destination.

Locale or Attractions

Locale may include the holiday destination and what it offers to tourists. The holiday destination may offer natural attractions like sunshine, scenic beauty and supporting facilities, etc. The locale with its attraction and amenities, is the most important as these are very important to tourism. These are the factors which motivated the tourists to go to the particular place. However, since the interest and taste of the tourists vary widely, they might choose from a wide range of attractions available at various destinations all over the world.

An inventory of various attractions which are of significance in tourism is given in Table 1.3.



Fig. 1.10 Class locomotive of Indian railways



Fig. 1.11 Sunrise, Andaman islands

Table 1.3: Tourist Attractions

Suggested Inventory of Tourist Attractions		
1	Cultural	Sites and areas of archaeological interest— historical buildings and monuments; museums; place of historical significance; modern culture; Political and educational institutions; religious institutions
2	Traditions	National festivals, arts and handicrafts; music, folklore; native life and customs
3	Scenic	National parks; wildlife; flora and fauna; beach resorts; mountain resorts
4	Entertainment	Participation and recreation parks; zone and oceanariums, cinemas and theatres; night life; cuisine
5	Other attractions	Climate, health resorts or spas; unique attractions not available elsewhere

Accommodation

World Tourism Organization, in its definition of a tourist, has stated that the tourist must spend at least one night at the destination visited to be qualified as a tourist. The demand for accommodation away from one's home is met by a variety of facilities.



Fig. 1.12 Accommodation (cottage resort)

The range and type of accommodation is quite varied. There has been an increasing demand for non-traditional, informal type of accommodation. The latest trends in accommodation are holiday villages. Accommodation may in itself be an important tourist attraction. A large number of tourists visit a particular destination or town simply because there

is a first class luxury hotel or resort which provides excellent services and facilities.

Geographical Components of Tourism

The geographical components of tourism also attract tourists. These components are:

1. Accessibility and location
2. Space
3. Scenery
 - (a) Water— sea, waterfalls, rivers, lakes, etc.
 - (b) Vegetation— grasslands, deserts, etc.
 - (c) Landform— mountain, hills, volcano features
4. Climate
5. Wildlife
6. Settlement features— towns, cities, villages, historical and archaeological remains
7. Culture— dance, music, etc.

Constituents of Tourism

The Constituents of Tourism Industry are varied ranging from small scale businesses operating at local levels to multinationals. For example, a fast food counter at an airport is a component of tourism industry, as is an



airline or a hotel, for it has its own serving purpose for the tourist. Moreover, these different components are closely linked to each other. This linkage is there in spite of the competition within one set of constituents (Fig. 1.13 and Table 1. 4).

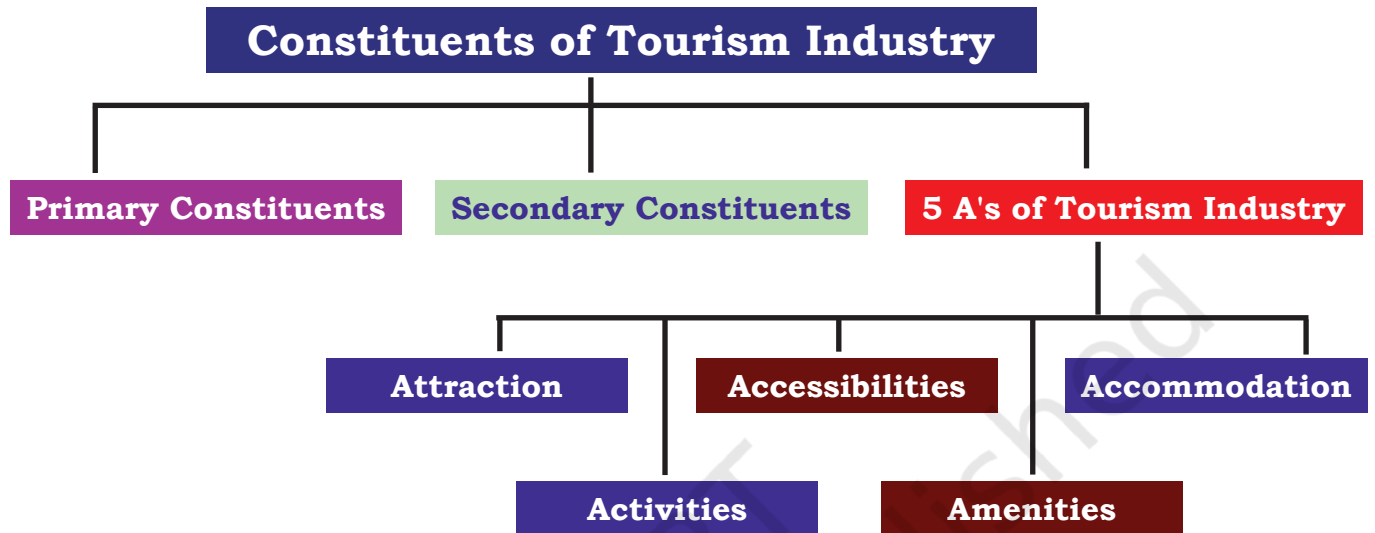


Fig. 1.13 Primary and secondary constituents of tourism

Table 1.4: Tourism Constituents

Primary		Secondary	
Accessibility or Transport	E.g., Road, Rail, Water, Airways	Attractions	Natural, Cultural, Historical etc.
Accommodation	E.g., Star, Non-star and Alternative		
Catering, Food and entertainment	E.g., Cuisines, Wines, Parties and Events	Amenities	Shops, entertainment, local transport
Intermediaries	Service providers and Govt. Departments		

Primary and Major Constituents

1. Accessibility or Transport

It is an essential constituent of tourism. A mode of transport needed to move from one place to another. A

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travel agent or a tour operator should be in a position to suggest a mode of transport to the client. Further, the travel depends on the availability of seats. Today, the travel industry is a highly developed industry with its various branches in the areas of road, rail, air and water.

2. Accommodation

A tourist not only travels but also needs to stay somewhere. It might be of different types, i.e., from cottages or tourist lodges to a house boat or a five star hotel.

3. Catering, food and entertainment

It deals with food, which can be provided in Hotels, Restaurants, fast food joints and *dhabas*, all these offer different cuisines to the travellers. Different traditional or ethnic foods along with multi cuisine can be offered.

4. Intermediaries

These constitute the travel agency, tour operator and guide services. This constituent co-relates all the components of tourism, as the travel agents or the tour operator has gained expertise in planning tours and contacts with the providers of services.

They are useful and an invaluable intermediary between the travellers and the suppliers of the tourist services, i.e., airlines, transport companies, hotels, etc. The guide services play a vital role in tourism as tourists feel comfortable when the essence of culture is explained, especially in their own language.

5. Government departments, tourist information centres and tourist organisations

These further assist the tourists by providing relevant information about a place they are visiting and various policies which are framed to make the stay of the tourist more comfortable.

Secondary Constituents

There are a variety of services (formal and non-formal) that constitute the tourism mix and are directly or



indirectly related to tourism. For example, banks don't come under Tourism Industry, but they cater to the tourists through travellers' cheques or credit cards. Similarly, insurance companies offer short term safety or accident policies to the tourists.

Following are such constituents:

1. Shops and entertainment
2. Handicrafts and souvenirs
3. Local transportation
4. Hawkers and coolies
5. Communication services at the destination
6. Advertisement agencies
7. Publishing industry which publishes travel guides, brochures, magazines, postcards, etc.
8. Artists, performers, and musicians who entertain the tourist

Five A's of Tourism Industry

While considering your proposed tourism business idea you need to consider whether it addresses each of the five A's of tourism—Accommodation, Attraction, Accessibility, Amenities and Activities. All of these add up to the creation of a successful tourism destination and a successful tourism business.

These represent the essential requirements for successful tourism:

1. Attractions

Tourist attractions are the places of interest, typically for its inherent or exhibit cultural value, historical significance, natural or built beauty, or amusement opportunities.

It can be divided into two broad categories:

- (a) **Natural attractions**— Wildlife, waterfalls, mountains, beaches, landscapes, etc.
- (b) **Man-made attractions**— Ancient monuments, museums, art galleries, theme parks and cultural centres, etc.



Fig. 1.14 Gallery, National Museum, India

Tourists are motivated to visit these attractions because of their popularity and history of attraction. There are natural attraction spots for relaxing like waterfalls and beaches, built attractions such as the Sydney Opera House (Australia), and theme parks like Essel World (Mumbai) and other tourism activities like adventure sports, etc.

2. Accessibility

Tourists wanting to visit attractions require adequate access to reach the destination. This can have various forms of transportation as well as day or extended tours, aircraft and boats, or infrastructure such as roads, airports and harbours.

There should be accessibility for each tourist location. In the adventure treks, where the trekker walks, a developed tourism factor would be a local guide or a domesticated animal for transportation.

3. Accommodation

If an overnight stay is required during the trip, a need for accommodation at or near the attraction, or on the way to the attractions would be convenient.

This place also caters to food along with shelter at affordable prices. These are of various types ranging

from elite five star deluxe hotels to a budget class, homestay or even camping.

4. Amenities

These are the ‘the basic facilities provided to the travellers or tourists at the destinations’. These can include shops, restaurants, cafes, public transport, tourist information and public toilets.

5. Activities

A visitor would need to engage in some activity to keep busy and feel entertained. A variety of activities can be turned into tourism businesses and can be grouped into land or water based activities such as wildlife, bird watching, trekking, kayaking, rafting, cycling, gliding, etc. However, most will need an operating license and conform to the safety of the user.



Fig. 1.15 Rafting

Practical Exercises

Activity 1

Collect information of the major tourism components, i.e. local tourist transportation, attractions and accommodations nearby your city.

Material Required

Writing material, a local tourist map and guide (if available), etc.

Procedure

- Collect the information of tourist transport, accommodation and attractions of your city or nearby places.
- List the name of these components in the file.
- Prepare a report as per the following format:

Tourism Components

S.No.	Local Tourist Transport	Accommodation or Hotels	Local Tourist Attractions
1			
2			
3			
4			

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Activity 2

Visit any tourist place close to your vicinity. Collect information keeping the 5 As in mind.

Material required

Writing material, a local tourist map, etc.

Procedure

- Choose a tourist place near your area.
- With the help of internet collect the information on 5As.
- Visit the place and observe the 5As.
- Prepare a report in the following format:

Name of the Tourist Place					
S.No.	Attraction	Accessibility	Amenities	Accommodation	Activities
1					
2					
3					
4					

Check Your Progress

A. Fill in the Blanks

1. The _____ may offer natural attractions like sunshine, scenic beauty and supporting facilities.
2. The _____ is a highly developed industry with its various branches in the areas of road, rail, air and water.
3. The _____ play a vital role in tourism as a tourist feels comfortable when the essence of culture is explained.
4. Five A's of tourism include _____, _____, _____, _____ and _____.

B. Subjective Questions

1. Explain the primary and secondary constituents of tourism.
2. 'Accommodation is an important component of tourism industry.' Justify.
3. What are the five As of the tourism industry. Illustrate with examples.



SESSION 4: RECENT TRENDS IN TOURISM ACTIVITIES AND TOURIST ATTRACTIONS OF INDIA

Leisure tourists are relaxed and seek activities which are not hurried and give them time to unwind from their everyday routine. These activities could also be a source of motivation for travel, such as amusement, entertainment and shopping at the destination.

Shopping for Souvenirs

Shopping seems to be a major engagement for tourists, with high percentage of participation. Tourists look for exciting opportunities to shop while travelling. Some destinations provide special shopping activities for tourists to shop goods or souvenirs which depict the local culture through the engagement of local product and craftsmen. According to the Federation of Indian Chambers of Commerce & Industry (FICCI), India is the fifth largest destination for shopping globally.

Each State of India offers special, unique, traditional and ethnic handicrafts to tourists. The National Capital of India, Delhi, has large shops from each State showcasing their unique statecraft items. These shops are facilitated by the State Governments and are called State Emporiums.

In other countries too, for promotion of destination shopping of local, crafts, souvenirs and other things, there are street fairs, shopping festivals and also shopping tourism. These are organised in particular seasons so that large number of tourists can schedule it as an agenda.



Fig. 1.16 Souvenirs



Fig. 1.17 Pushkar fair

In India too, some State Governments have started these types of shopping festivals for promoting a particular destination as a tourist attraction, such as Grand Kerala Shopping Festival started in 2007 by Tourism Department of Kerala in the month of December and Gurgaon Shopping Festival by the Tourism Department of Haryana or the Surajkund Mela, etc. These shopping festivals are one of the best mediums to promote a destination by pulling a great crowd of tourists. Some other art and craft fairs that are organised in different parts of the country are:

- Pushkar Fair in Rajasthan
- Parab in Odisha
- Dastkar Mela in Bangalore
- Shantiniketan Pous Mela in West Bengal
- West Bengal State Handicrafts Expo in West Bengal, etc.

These fairs display the products of handicrafts, decorative items, handmade home furnishings, textiles, jewellery, etc. Some other popular places of India offer special and area specific souvenirs, such as:

Art and Craft

Terracotta statuettes of West Bengal, amazing sandalwood carvings of Mysore, carved metal craft wares of Madhya Pradesh, blue glazed pottery of Jaipur



Fig. 1.18 Assamese handicraft, bamboo baskets

in Rajasthan and Khurja in Uttar Pradesh, Madhubani paintings of Bihar, silk paintings, marble, wood carvings, puppets of Rajasthan, bangles of Kanchipuram (Tamil Nadu) and Saharanpur in Uttar Pradesh, etc., are famous art and craft products available in India.

Some places to buy handicrafts are Dilli Haat in Delhi, Kala Madhyam in Bangalore, Anokhi in Jaipur and Taj Khazana chain of luxury lifestyle stores located at select Taj Hotels.

Clothes

Silk sarees of Chanderi and Maheshwari in Madhya Pradesh and Benaras in Uttar Pradesh, Pashmina shawls of Kashmir, Mekhela sador of Assam, Phulkari work garment or Bolster of Punjab, Chickan work bedsheet and table cloth of Lucknow and carpet of Bhadohi in Uttar Pradesh, embroidered and brightly coloured designs on bed sheets available in Punjab, etc., are the famous clothing and ethnic patterns in India.



Fig. 1.19 Mekhela sador, Assam

Jewellery

Precious stones, gems, sapphire, diamond, ruby jewellery, sandals from Kolhapur, tribal jewellery from Jharkhand, Kundan and Meenakari of Rajasthan, Kuki traditional beads of Assam, etc., are the most famous jewellery designs in India.



Fig. 1.20 Kuki traditional beads, Assam

Foods and Cuisines

Makke ki roti and *sarson ka saag* of Punjab, *dhokla* of Gujarat, *vada pav* of Maharashtra, *litti chokha* of Bihar, *dal-baati-churma* (a sweet dish) of Rajasthan, *doi-machh* (fish curry and rice) of Bengal, *phagshapa* (strips of dried cooked pork fat) of Sikkim, *Hyderabadi biryani* of Hyderabad, *dosa* and *idli* with *sambhar* of Tamil Nadu, etc., are some of the popular cuisines of India.



Fig. 1.21 Assamese thali

Heritage walks

These are guided trips to historical monuments or gardens where a trained tourist guide takes the visitor around and apprises them of the facts along with folklore and other incidents that took place at the site. Guided Heritage Walks are fast becoming an industry unto themselves, led by qualified heritage enthusiasts, professional tourist guides, art curators and business management post-graduates.

Heritage Walks are one of the important mandates of the Indian National Trust for Art and Cultural Heritage (INTACH). This is to make the citizens aware of the importance of their cultural and historical environment

and help them to develop a harmonious relationship with it. In pursuit of this objective, INTACH has been regularly conducting walks in various areas of Delhi since 2005.

Example of such a walk is Delhi Heritage Walks, which is one of the oldest walking groups. It is run by scholars of history, archaeology and sociology. Other examples are Pune Heritage Walks and Mumbai Heritage Walks, etc.



Fig. 1.22 Parimahal, Srinagar, Kashmir

The Heritage walks are open to the public, and mostly take place on weekends and are conducted by experienced and knowledgeable walk-leaders. They cover many different areas, as per a monthly schedule.

Gardens and Parks

India, also, has famous lush green and manicured parks and gardens which offer the visitors with picturesque views and sometimes feature a splendid architecture.

The names and location of some famous gardens of India are as follows:

- Hanging Gardens (Mumbai)
- Brindavan Gardens (Mysore)
- Rock Garden (Chandigarh)
- Lodhi Gardens (Delhi)
- Pari Mahal (Srinagar)

Spa

The term 'Spa' is derived from the Latin phrase, *Salus per Aquam*, which means health by water. In ancient times, people used to travel to hot or cold springs in the hope of a cure for some illness, especially skin related. Even in the modern times, the therapeutic property of water is being used to treat various health disorders. The International Spa Association has defined Spa as 'the place devoted to overall well-being through a variety of professional services that rejuvenates mind, body and spirit'. Now-a-days, a number of spas and



retreat associations are actively promoting and working extensively on the further development of the wellness industry by offering specialised and eco-friendly spa, luxury spa, romantic spa, pampering spa, stress management spa, etc.

Types of Spa

- (a) **Club Spa** is a facility where the primary purpose is fitness and which offers a variety of professionally administered spa services on a day-use basis.
- (b) **Cruise Ship Spa**, as the name suggests, is aboard a cruise ship providing professionally administered spa services, fitness and wellness components and a variety of health cuisine choices.
- (c) **Day Spa** offers a variety of professionally administered spa services to clients on a day-use basis. Day spas offer many of the same services and procedures as cosmetic spas.
- (d) **Destination Spa** is a facility with the primary purpose of guiding individual spa-goers to develop healthy habits. The entire stay at the destination provides various services like physical activities, wellness education, special diet and special spa services.
- (e) **Medical Spa** is a facility that operates under the full-time, on-site supervision of a licensed health care professional whose primary purpose is to provide comprehensive medical and wellness care in an environment that integrates spa services, as well as traditional, complimentary and/or alternative therapies and treatments.
- (f) **Mineral Springs Spa** offers an on-site source of natural mineral, thermal or seawater used in hydrotherapy treatments.
- (g) **Resort or a Hotel Spa** is mostly owned by and located within a resort or hotel providing

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professionally administered spa services, fitness and wellness components and spa cuisine menu choices.

- (h) **Airport Spas** are located at an airport and specialise in short treatments aimed at the traveller, like a 15-minute chair massage and oxygen therapy. Some also offer treatments that last up to 60 minutes.
- (i) **Ayurvedic Spa** offers all treatments and products that are natural and is often used as an alternative therapy.
- (j) **Mobile Spa** is the one that provides services at home, hotels, or wherever you are. Such spas try to reach the client rather than the other way around.

Spa in India

In India, most of these spas are inspired by Ayurveda. Presently, Spa tourism is becoming the new trend in tourism industry which attracts tourists for their health benefits like de-stressing, pampering body, nurture mind, beauty, relaxation and rejuvenate the spirit. A wide variety of spas are available in the foothills of Himalayas and in the backwater of Kerala.

Amusement Parks

A Theme Park or an Amusement Park is a place with a variety of entertainments at one place, within a demarcated area. These are mostly in the form of rides, such as roller coasters, water rides and other theme based attractions such as educational, cultural, or scientific. They usually contain a selection of different types of rides, along with shops, restaurants and other entertainment outlets. Theme parks can also be enjoyed by adults, teenagers and children.

Some of the famous amusement and theme parks in the world are Walt Disney World, Disneyland, Disney California Adventure, Busch Gardens, and Universal Islands of Adventure, etc.



Art Galleries and Art Museums

The international community of museums which was adopted in the 22nd general assembly defined museum as ‘a non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment.’ As such, a museum is a non-profit institution which could be either private or public. In the United Kingdom, many public museums may also be termed as Galleries. Museums and galleries are different terms, but sometimes used alternatively.

Art gallery is a building or space for the exhibition of art, usually visual art. Paintings are the most commonly displayed art objects; however, sculptures, decorative arts, furniture, textiles, costumes, drawings, pastels, water colours, collages, prints, artist’s books, photographs, and installation art are also regularly shown at art galleries and museums.

The primary difference is that an art museum displays art with the purpose of viewing it only while an art gallery displays art with the purpose of selling it.

National Art Gallery of Modern Art and Lalit Kala Academy in New Delhi, Kalakriti Art Gallery in Hyderabad, etc., are a few examples of art Galleries in India.

The art gallery is in the business to promote artists and sell their artworks. The gallery staff also spends considerable time with potential clients in educating them about works of different artists associated with them.



Fig. 1.23 National Gallery of Modern Art, New Delhi, India

Castle and Forts

Castle is defined as a fortified structure, which was built in the medieval times by the rulers. It is a fortified place having thick walls, battlements, towers and a ditch around the periphery. The term 'castle' is derived from the Latin word *castellum*; a fortress, and *castrum*; a large building or a set of buildings fortified against attack with thick walls, battlements, towers and in many cases a moat (ditch). It is usually a private residence used by nobility.



Fig. 1.24 Kashmir fort



Fig. 1.25 Cruise

A fort is very similar to a castle, but forts are exclusively used for military purposes. For example, Amer fort, Jaisalmer fort, Junagarh fort and Chittorgarh fort in Rajasthan, Golconda fort in Andhra Pradesh, Gwalior Fort in Madhya Pradesh, etc., are some famous and most visited forts in India. In India, from seventeenth to nineteenth century, when the British government was taking account of such structures, they used the word forts, making the usage of this term common in India.

Casinos

A casino is a facility which houses and accommodates various types of gambling activities. The industry that deals in casinos is called the gaming industry. Casinos are most commonly built near or combined with hotels, restaurants, retail

shopping, cruise ships or other tourist attractions.

Now-a-days, in many countries, casinos attract a large number of tourists or travellers from all over the world, in fact, there are special towns and cities dedicated to casinos and are called the casino destination. The global casino and gaming industry and culture is



currently booming and offers many such locations to choose from.

Some popular casino destinations are Las Vegas in the USA, Macau, Atlantic City, USA, Klerksdorp, South Africa, Singapore, etc. Casinos in India are legal and allowed only in three states, namely Goa, Daman and Sikkim. In Goa, there are a few land based and floating casinos on the river Mandovi. Thus, we have now understood the importance of casinos and tourism together.

Cultural Tourist Attractions and Resources

The needs of tourists relate to comfort and pleasure in travel. Apart from travel, they explore stay and food arrangements and enjoy visiting places of interests and attractions which give them pleasure as well as add to their pre-existing knowledge. Tourist Attractions range from beaches to mountains, flora and fauna, places representing history and culture, entertainment, etc.

Historical Monuments

A monument is a construction, structure, or building like a fort, castle, palace, temple, tomb, bridge and such which was built a very long time ago and is regarded as an important part of a country's history. Ancient Monument means any structure, erection or monument, or any tumulus or place of interment, or any cave, rock-sculpture, inscription or monolith which is of historical, archaeological or artistic interest and which has been in existence for not less than 100 years and includes:

1. remains of an ancient monument,
2. site of an ancient monument,
3. such portion of land adjoining the site of an ancient monument as may be required for fencing or covering in or otherwise preserving such a monument, and
4. the means of access to, and convenient inspection of the ancient monument.

Monuments in India

Monuments in India include temples, mosques, tombs, churches, cemeteries, forts, palaces, rock-cut caves and secular architectures as well as ancient or heritage sites which represents the remains of ancient habitation. India is known for its diversity, where people of various religions, such as Hinduism, Islam, Christianity, Jainism, Sikhism and Buddhism, reside in harmony.

Temples

India is home to many temples, which attract pilgrims from across the world. This is especially true during any religious festival when the entire destination is flocked with tourists. The local people need to be hospitable to the tourists and make their stay memorable. Some of the Indian temples are famous for their architecture, of which some are also included in the UNESCO World heritage sites. Some of the famous temples in India are Badrinath Temple, Gopeshwar Mahadev Temple, The Konark Sun Temple (Puri, Orissa), Brihadeeswara Temple (Thanjavur), Somnath Temple, Kedarnath Temple, and Ramanathaswamy (Rameshwaram) Temple.

Mosques and Tombs

India is home to some of the finest tombs, mosques and *dargahs*. From the northern states to the southern parts of the country, there are several mosques which are unique and serve as attraction spots for visit by the

tourists. Jama Masjid in Delhi, Ajmer Sharif Dargah in Rajasthan, Sheikh Salim Chishti Dargah (Fatehpur Sikri), Char Minar (Hyderabad), Haji Ali (Mumbai), Taj Ul Masjid (Bhopal), etc., are some of the best places to visit in India. The tomb was mainly built on the graves (*kabra*) of Muslim kings that is, Humayun's Tomb (Delhi), Shershah Suri's Tomb in Sasaram town of Bihar, etc. One of the largest mosques in India,



Fig. 1.26 Dargah of Sufi Saint Moinuddin Chishti, Ajmer, India



the Jama Masjid in Delhi was built by Shah Jahan from 1650 to 1656. Ajmer Sharif Dargah is the shrine grave of Sufi saint Moinuddin Chisti in Ajmer, Rajasthan, it was completed in 1236. Char Minar (Hyderabad) was built in the year 1591 to mark the eradication of cholera as per the Archaeological Survey of India.

Gurudwaras

These are the Sikh religious-shrines. Today, Sikhism is the fourth largest religion in India with 1.9 per cent of the country's total population following it. The name of some Gurudwaras which are most visited by the tourists are—Gurudwara Hari Mandir Sahib (Punjab), Takht Sri Damdama Sahib (Punjab), Takht Sri Patna Sahib (Bihar), Gurudwara Bangla Sahib (New Delhi), Takhat Sachkhand Shri Hazur Abchalnagar Sahib Gurudwara (Maharashtra), Gurudwara Sri Hemkunt Sahib (Uttarakhand), etc. Gurudwara Hari Mandir Sahib (Punjab) is the most significant Sikh temple started in 1581 and completed by placing the *Adi Granth* (Holy Scripture) in 1604. Takht Sri Patna Sahib (Bihar) was built by Maharaja Ranjit Singh to honour the birthplace of Guru Gobind Singh in the 18th century. Gurudwara Bangla Sahib (New Delhi) is associated with the eighth Sikh guru, Guru Har Krishan.



Fig. 1.27 Gurudwara Bangla Sahib, New Delhi, India

Heritage Sites

Heritage can be best explained as our legacy from the past, what we live with today, and what we pass on to future generations. Our cultural and natural heritage sites are irreplaceable sources of life and inspiration.

As per the Oxford Dictionary, a World Heritage site is, 'A natural or man-made site, area, or structure recognised as being of outstanding international importance and therefore as deserving special protection. Sites are nominated to and designated by the World Heritage Convention (an organisation of UNESCO)'.

UNESCO lists the heritage properties under three categories— (a) Cultural sites, (b) Natural sites and (c) Mixed sites.

As per the World Heritage Convention, UNESCO (2020), there are 38 World Heritage Properties in India out of which 30 are Cultural Properties and seven are Natural Properties and one is Mixed Property.

The World Heritage Sites of India are:

(a) Cultural Sites

S. No.	World Heritage Sites	Period it was made	Year in which it was recognised By UNESCO
1.	Agra Fort, Agra	16th century	1983
2.	Ajanta Caves, Maharashtra	2nd century	1983
3.	Ellora Caves, Maharashtra	600 to 1000 AD	1983
4.	Taj Mahal, Agra	17th century	1983
5.	Group of Monuments at Mahabalipuram, Tamil Nadu	7th to 8th century	1984
6.	Konark Sun Temple, Puri, Orissa	13th century	1984
7.	Churches and Convents of Goa, Velha, Goa	16th to 18th century	1986
8.	Fatehpur Sikri, Uttar Pradesh	16th century	1986
9.	Group of Monuments at Hampi, Bellary, Karnataka	14th to 16th century	1986
10.	Khajuraho Group of Monuments, Chhatarpur, Madhya Pradesh	950–1050 AD	1986
11.	Elephanta Caves, Mumbai, Maharashtra	5th to 8th century	1987
12.	Great Living Chola Temples, Tamil Nadu	11th to 12th century	1987
13.	Group of Monuments at Pattadakal, Karnataka	450 AD	2015
14.	Buddhist Monuments at Sanchi, Raisen Madhya Pradesh	2nd and 1st century BC to the 12th century AD	1989
15.	Humayun's Tomb, Delhi	1572	1993
16.	Qutub Minar and its Monuments, Delhi	Late 12th century	1993
17.	Mountain Railways of India	19th to early 20th century	1999, 2005, 2008
18.	Champaner-Pavagadh Archaeological Park, Panchmahal, Gujarat	Prehistoric and 8th to 14th centuries	2004



19.	Mahabodhi Temple Complex at Bodh Gaya	3rd century BC, 5th and 6th century AD and 19th century	2002
20.	Rock Shelters of Bhimbetka, Raisen, MP	30,000 years ago	2003
21.	Chhatrapati Shivaji Terminus (formerly Victoria Terminus), Mumbai, Maharashtra	1887–1888	2004
22.	Red Fort Complex, Delhi	16th century	1983
23.	The Jantar Mantar, Jaipur, Rajasthan	1727 and 1734	2010
24.	Hill Forts of Rajasthan	7th and 16th century	2013
25.	Rani-ki-Vav (The Queen's Stepwell), Patan, Gujarat	11th century	2014
26.	The Architectural Work of Le Corbusier, an Outstanding Contribution to the Modern Movement (<i>Complexe du Capitole</i> built in Chandigarh)	20th century	2016
27.	Archaeological Site of Nalanda Mahavihara (Nalanda University) at Nalanda, Bihar	5th and 12th century	2016
28.	Historic City of Ahmedabad, Gujarat	15th century	2017
29.	Victorian Gothic and Art Deco Ensembles of Mumbai	19th and 20th century	2018
30.	Jaipur City, Rajasthan	1727	2019

(b) Natural Sites

S.No.	World Heritage Sites	Year in which it was recognised by UNESCO
1.	Kaziranga National Park	1985
2.	Manas Wildlife Sanctuary	1985
3.	Keoladeo National Park	1985
4.	Sundarbans National Park	1987
5.	Nanda Devi and Valley of Flowers	1988
6.	Western Ghats	2012
7.	Great Himalayan National Park	2014

(c) Mixed Sites

S.No.	World Heritage Sites	Year in which it was recognised by UNESCO
1.	Khangchendzonga National Park	2016

Museums

Museums are the best way to learn about the history, culture, and society of the land. According to the International Council of Museums (ICOM), a Museum



Fig. 1.28 Indian Museum, Kolkata, India

is ‘a non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment’.

India’s rich culture and heritage in the past and present has resulted in the construction of many museums and art galleries in India which have preserved our ancient legacy. Visiting

these can give tourists a fair idea of these places, one can also know about the lifestyles, traditions, customs, dresses and other facts about ancient India.

There are many national and regional museums in our country. Some of the most popular national and state museums are:

- National Museum, Delhi
- Indian Museum, Kolkata
- Salar-Jung Museum, Hyderabad
- The Prince of Wales Museum, Mumbai
- Government Museum, Chennai
- National Rail Museum, Delhi
- National Handicrafts Museum, Delhi
- Calico Museum of Textiles, Ahmedabad
- Shankar’s International Dolls Museum, Delhi
- Victoria Memorial, Kolkata
- Napier Museum, Kerala



Indian Music and Dance

The art of Indian dance and music dates back to ancient times. They are very closely linked to Indian cultural heritage.

These art forms were confined to the courts of the royals and wealthy along with performances at the temples. Both classical dance and music were learnt by extensive training under the guidance of a teacher. In the 1900s there was a change. Dance and music became a part of films, television, and radios. As a result, the common people also had a chance to enjoy and learn about the classical dance and music. This resulted in the evolution of popular styles of dance and music from the widespread knowledge of classical dances and music.

Indian Music

Classical music in India exists mainly in two traditional styles—Hindustani Music and Karnatak (Carnatic) Music.

1. Hindustani Music

The music form of northern India which developed in the 1200's after the Muslim rule started to settle in India. Then it started to get influenced by the Persian and Arabic music. Along with the vocals, great emphasis is also given on the musical instruments. In Hindustani music, most prominent string instruments are sarangi, tamboura, wind instrument is shehnai and other musical instruments include drums, tabla, etc.

2. Karnatak (Carnatic)

This form of music is associated with the southern part of India. It dates back to the vedic times. Vocal music is the main characteristic of this type of music. This form of music further developed in the fourteenth to twentieth century.

In Karnatak music, violin (string instrument), mridangam (percussion instrument) and tambura (string instrument) are used.

Indian Dances

The fifth veda which was written between 2nd Century BC to 2nd Century AD, is regarded as the source of Indian

dance forms. The unique quality of Indian dances is the use of the entire body to express the emotions. There are many different forms ranging from the ones performed for religious ceremonies to those performed in festivals.

The dances can be divided into two groups:

1. Classical dances

There are eight classical dances which are recognised by the Sangeet Natak Akademi and the Ministry of Culture, which are Bharatanatyam (Tamil Nadu), Kathak (Uttar Pradesh), Kathakali (Kerala), Kuchipudi (Andhra Pradesh), Odissi (Odisha), Sattriya (Assam), Manipuri (Manipur) and Mohiniyattam (Kerala).

2. Folk and tribal dances

These are performed on happy occasions where there is a big gathering like the change of the season, harvest cutting, marriages, or festivals. Some dances are performed in groups where both men and women dance together whereas some are done separately. Some popular folk dances are Bihu (Assam), Lavani (Maharashtra), Garba (Gujarat), etc.



Fig. 1.29 Folk dance, Assam, India

Similarly, tribal dances and music are unique to each tribal community. Performed either for the gods during their religious offerings or during a social gathering where the entire tribal community gets together. Santhali (Jharkhand), Chang Lo (Nagaland), Dumhal (Jammu and Kashmir) are some examples of tribal dances.

Indian Fair and Festivals

The fairs and festivals in India play a vital role in the development of tourism as the cultural events attract a large number of audience and tourists. These fairs and festivals have their own charm to attract tourists and thus made their position in world tourism calendar. As they occur at a specific time of the year, the tourist can easily plan their trip well in advance.

The fairs and festivals in India can be divided into the following categories.

1. Religious fairs and festivals

Religious and regional diversity allow Indians to celebrate different festivals like Dussehra, Diwali, Eid, Christmas, etc.

2. Secular or Social festivals

From Indian point of view, we can keep Independence Day, Republic Day, Book fair, etc., in this category.

3. Promotional festivals

Few festivals have been designed keeping in view the interest of attracting tourists like mango festivals, desert festivals, kite festivals, etc.

4. Cultural festivals

Besides the above three categories of fairs and festivals, there are few more festivals in India which can be defined as cultural festivals. For example, Konark Dance Festival, Mahabalipuram Dance Festival, Tansen Festival of Gwalior, Khajuraho Dance festival, Goa Carnival, Taj Mahotsava at Agra, Lucknow Mahostava, etc. Kumbha Mela is a large fair organised alternatively at Allahabad, Nasik, Haridwar and Ujjain in between the time period of four years.

Department of Tourism, Government of India and ITDC are working together to promote these festivals all over the world and nowadays we can see participation of foreign tourists in these festivals are increasing. Tourism in India has a very close relation with the festivals.

Wildlife Attractions

India is a country which is blessed with abundance of nature with all its beautiful creations and for this reason it is a popular destination for tourists from all over the world. This country offers a vast diversity of languages, religions, ethnicities, cultures and nature.

India is rich in wildlife. There are about 500 species of mammals, and 2000 species of birds in the country.



Fig. 1.30 Republic Day, India

With more than 30,000 different species of insects, a great variety of fishes and reptiles are also found in India. The mammals include Tigers, Lions, Deer, Elephant, *Gaur* or Indian Bison, Indian buffalo, *Nilgai*, *Chausingha* or four horned antelope (unique in India), *Chor-khur* or Indian wild Ass (restricted to the Rann of Kachchh, Gujarat) and great One-horned Rhinoceros. There are also several species of deer, viz., the rare Kashmir Stag, Swamp Deer, Spotted Deer, Musk Deer, *Thaminor* Brown-antlered Deer (found in Manipur) and Mouse Deer. The Indian Lion is remarkable being the only lion to be found in the world outside Africa. Lions are found in the rocky hills and Gir forests of Gujarat. Tigers are found in the Sundarbans and the Bramhaputra Valley.

India's national parks and wildlife sanctuaries (including bird sanctuaries) from Ladakh in Himalayas to Southern tip of Tamil Nadu are outstanding and the country continues to charm the tourists with its rich bio-diversity and heritage inherited.

The famous '*Project Tiger*' scheme is financed by the Government of India to safeguard the tiger in its habitat. Indian fauna also include the Wild Ass of Rajasthan, Nilgiri Langur, Lion-tailed Macaque, Nilgiri Mongoose and Malabar Civet of southern hill and the Spotted Deer. Cheetahs are found in the Deccan Plateau.



Fig. 1.31 Desert National Park, Jaisalmer, India

National Parks and Wildlife Sanctuaries

The Wildlife Reserve in India may be broadly classified in two types—National Parks and Wildlife Sanctuaries.

National Parks protect the entire ecosystem and Wildlife sanctuaries have the special purpose of preserving animals and birds. A special category of wildlife sanctuaries in India is the wildlife reserve for protecting a particular animal or bird, like the Project Tiger which was started in 1973.

At present, India has about 120 national parks, including marine parks and about 513 wildlife sanctuaries, more than 200 zoos, 42 tiger reserves, and 18 biosphere reserves. The largest areas reserved for sanctuaries are in Madhya Pradesh, Andhra Pradesh, Gujarat and Karnataka. But the proportion of sanctuary area to forest area is highest in Gujarat.

National Park

It is a relatively large area of one or more ecosystems that have not been materially altered by human exploitation. In a national park, habitats for special scientific education and recreation are preserved. Its boundaries are fixed by legislation.

A national park is an area which is strictly reserved for the betterment of wildlife and biodiversity, and where activities like developmental, forestry, poaching, hunting and grazing on cultivation are not permitted.

Wildlife Sanctuaries

Indian wildlife sanctuaries attract a large number of tourists, from across the world, due to its uniqueness and rich bio-diversity. A wildlife sanctuary is similar to a national park but is dedicated to protect wildlife and conserve species.

Some of the names of National Parks are Mahatma Gandhi Marine National Park (Wandoor) and Middle Buton Island National Park in Andaman and Nicobar Islands, Kaziranga National Park and Manas National Park in Assam.

Biosphere Reserves

Biosphere reserves consist of terrestrial and coastal ecosystems trying to promote solutions for the conservation of biodiversity by means of sustainable use. Biosphere reserves are used for testing out a model of integrated management of land, water and biodiversity. The origin of Biosphere Reserves goes back to the “Biosphere Conference” organized by UNESCO in 1968. Each biosphere has 3 functions namely a conservation function, development function, and logistic function.

Biosphere reserves are organised into three interrelated zones or areas, namely:

- The core zone
- The buffer zone
- The transition area

The core zone requires legal permission to enter the area and permission is provided only on special consideration such as research. The buffer zone includes the indigenous settlements and their habitat. The transition zone is open for public commute, usually where the tourist activities take place. The biosphere reserve concept can be used as a framework to guide and reinforce projects to enhance people's livelihoods and ensure environmental sustainability. Some Biosphere reserves of India are Nilgiri, Nanda Devi, Great Nicobar, Gulf Nicobar and Pachmari.

Hill Stations in India

India often boasts of a landscape at the foothill of the Himalayas and its snug and picturesque hill stations. These are a great tourist destination for nature lovers.



Fig. 1.32 Sikkim, Gangtok, India

The misty, mystical and serene hill stations in India are a perfect holiday option and are found in most parts of the country. Most of the hill stations or resorts of India are situated at heights ranging from 600 m above the sea level to 3500 m above the sea level. These hill stations are popular with both Indian and foreign tourists and offer a relaxing and wholesome break from the heat and dust of the cities.

To make these hill stations a luxury trip for tourists, there are various hotels and resorts to cater to lodging requirements.

Indian Hill Resorts offers world-class accommodation facilities to the travellers at reasonable rates and invite them to enjoy a relaxing holiday at the hill stations of

India. These hill stations act as travel guides to the world of peace and serenity.

Most of the hill stations in India were developed by the British, to get respite from the oppressive summer heat of tropical climate.

Some of the popular hill stations in India are Gangtok (Sikkim), Darjeeling (West Bengal), Dharamshala and Kasauli (Himachal Pradesh), Dehradun and Auli (Uttarakhand), Kashmir, Khandala and Mahabaleshwar (Maharashtra).

Practical Exercises

Activity 1

Visit any museum close to your vicinity, and evaluate the tourism activities offered by the place.

Material required

Writing material, local tourist map and a computer with internet.

Procedure

- Pick a museum around your area.
- With the help of internet, collect information about the museum.
- Visit the museum and observe the various tourism activities offered by the museum.
- Prepare a report as per the given format:

Tourism Activities of the Museum

S.No.	Name of the activity	Short Explanation of the activity	Benefit of the activity	Suggestions for improvement
1				
2				
3				
4				

Activity 2

On a physical map of India, identify and mark the following:

1. Two states where craft fair is organised
2. Two famous gardens
3. Three Cultural World Heritage sites
4. Two Natural World Heritage Sites
5. Two National Museums

Check Your Progress

A. Multiple Choice Questions

- _____ is one of the secondary constituents of tourism.
(a) Accommodation
(b) Accessibility
(c) Shops and entertainment
(d) Amenities
- Casino is illegal in _____.
(a) Goa
(b) Daman
(c) Maharashtra
(d) Sikkim
- Infrastructure facilities at the destination come under the _____ component of tourism.
(a) Accommodation
(b) Attraction
(c) Accessibility
(d) Amenities
- Activities at Essel World can be categorised as _____ in nature.
(a) leisure
(b) amusement
(c) relaxing
(d) retiring

B. Subjective Questions

- Write short notes on:
(a) Heritage walks
(b) Spa tourism
(c) Casino attractions in tourism
- Write about any one museum or art gallery in India of your choice.
- Define wildlife tourism. Explain its importance with reference to any one national park in India.
- What are the various biosphere reserves in India?
- Write about the Indian souvenirs that attract tourists.



Unit



Introduction to Hospitality Industry

Hospitality is a part of Tourism Industry, which helps in providing other services like accommodation and food to the guests. Hospitality refers to an association between the guest and the host, where the host welcomes the guest and makes sure that their stay is pleasant.

This Unit explains the basic concepts of hospitality, various types of accommodation facilities offered by Hospitality Industry and also gives a brief idea about the various Guidelines for the Classification of Hotels in India. Last two sessions of this Unit focus on front office and travel desk operations of hospitality industry.

The responsibility of the Customer Service Executive (Meet and Greet) involves making a guest feel welcome and comfortable. The CSE must have attained training in the basic aspects of hospitality starting from receiving the guests to escorting the guest to the airport. The knowledge of hospitality would empower the Executive to provide quality and standard services to their customers.

SESSION 1: TYPES OF ACCOMMODATION IN TOURISM AND HOSPITALITY INDUSTRY

The professionals who are working in Tourism and Hospitality Industry must possess the knowledge to understand the needs of the guests. They should work



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to fulfil their needs and help in satisfying the guests; only then, the guests will take back fond memories and share their good experience back at home.

Accommodation

Staying arrangements is one of the basic needs of tourists at the destination during their trips. It is a type of residential establishment which provide boarding and lodging to the travellers who stay away from their homes for more than a day and are in need of lodging for sleep, rest, food, safety, shelter from cold temperatures or rain, storage of luggage and access to common household functions.

Let us briefly consider the various types of accommodation which are broadly classified into primary and secondary type.

Primary Accommodation

Hotel

A commercial establishment providing lodging, meals, and other guest services, is termed as hotel. Thus, a hotel is a place where a bonafide traveller can get food and accommodation where he is in a position to pay for it and is in a fit condition to be received.

Today, hotels not only provide accommodation and meals but also offer a variety of other services as per the needs of the guest. For example, many hotels offer a health club, crèche, etc.

Types of hotels

Based on the facilities offered to the tourists, the hotels are broadly classified into the following types.

International Hotels: They are the modern western style hotels, found mostly in metro cities and at major tourist destinations and are located at prime locations in the city. These hotels are classified on the basis of internationally accepted star grading which ranges from one star to five stars. The grading is given to the hotel depending on the facilities and services which the hotel provides. The facilities which are provided by the five star are an information desk, conference centre,



travel desk, multi cuisine restaurants, banquet halls, room service, swimming pool, gymnasium, health clubs, shopping arcades, beauty parlours, entertainment or cultural programmes, etc.

Floating Hotels: These types of hotels are located on the surface of water such as the sea, river, or lake. These hotels have facilities which are similar to a regular hotel. For example: Houseboats of Kashmir and Kerala or old cruise liners which have been converted into a hotel.

Commercial Hotels: These hotels are located mostly near the business or commercial centres and mainly serve the business tourists, middle income tourists and their repeat customers. Most of these hotels are equipped with parking space, restaurants, and facilities for their business guests such as convention centres and meeting rooms.

Heritage Hotels: These are the old properties like castles, forts, palaces, and havelis belonging to royalty which have been renovated and converted into hotels. Here, tourists enjoy the majestic grandeur and splendour of the olden days. Some examples of heritage hotels are Umaid Bhawan Palace in Jodhpur, Rambagh Palace in Jaipur, Shalini Palace in Kolhapur, Lalitha Mahal in Mysuru and Sheesh Mahal in Orchha.

Resorts

Resort hotels are usually located in the mountains, on an island, or in some other exotic locations away from cities like sea side, hill stations, wildlife sanctuaries, etc. These hotels have recreational and relaxation facilities, scenery which includes indoor and outdoor games like golf, tennis, sailing, skiing and swimming, gambling, spa, etc. Resort hotels provide enjoyable and memorable guest experiences that encourage guests to repeat to the resort.



Fig. 2.1 Kerala houseboat hotel, India



Fig. 2.2 Umaid bhawan palace, Jodhpur, India



Fig. 2.3 Dessert hut resort, Jaisalmer, India

Resorts can be of various types and can be classified on the basis of climate, and topography. Broadly they are divided in the following categories:

Mountain and Hill Resorts

In India, almost all mountainous and hilly areas of India are dotted with places of tourist interest. In the north are the Himalayan ranges, blessed with scenic beauty which is beyond description. Besides, there are high hills in the northeast and in and around the Nilgiris in the south. There are hill ranges of medium to low heights in the Western Ghats, Vindhya, Satpuras and the Aravalis in addition to isolated hillocks elsewhere. Hill resorts are divided into following three categories according to their altitude:

- (i) resorts at great heights (between 2,100–3,500 meters above mean sea level)
- (ii) hill resorts at medium altitudes (between 1,200 and 2,100 meters above mean sea level)
- (iii) hill resorts at low altitudes (between 800 and 1,200 meters above mean sea level)

Ski or Winter Resorts

A winter or ski resort is developed in cold locations, mostly having snow for skiing, snowboarding, and other winter sports. One can enjoy holidays in these winter resorts in India and stay in the best winter resorts that offer ultimate luxury as well as some warm cozy time with loved ones. Some examples of these are Grand Dragon (Laddakh), Avlan (Mussoorie), Solang Valley (Manali), Kasauli Resort (Kasauli) and Savoy hotel (Ooty), Auli (Uttarakhand), etc.

Beach Tourism or Sea-side Resorts

India's long coastline of over 7000 Km from Kandla in Gujarat to Kolkata in West Bengal and along the islands offers an opportunity for the promotion of beach tourism. A number of beautiful beaches of Goa and that of Kovalam in Kerala are quite popular with the

tourists. There are vast stretches of shining golden sands of beaches at Chorwad and Ahmedpur-Mandvi. The Maharashtra coast has eight small beaches from Mumbai's famous Juhu to Murud at a distance of 220 km. Goa's 105 km long coastline has as many as 40 beaches, out of which 12 are very popular with the tourists. Karnataka's beaches are at Mangalore and Karwar. The sun-swept Marina beach in Chennai (Tamil Nadu) is the world's second longest beach. It runs for a distance of 12 km from Chennai harbour in the North to Santhome Church in the South. Two beaches of Andhra Pradesh, namely Ramakrishna Mission and Rishi Konda are located in close proximity of Vishakhapatnam. Orissa's Gopalpur beach is surrounded by sand dunes. Besides Puri and Konark, Chandipur near Balasore is known for its 55 km recession of the tides each day at its head. Digha beach of West Bengal is situated on the shores of Bay of Bengal. With a total length of 6 km, it is one of the widest in the world amidst gently rolling sea and thick casuarinas forest on its two sides.



Fig. 2.4 Beach tourism

All-season Resorts

These are located at any places of natural scenic beauty with food services and amenities.

Supplementary and Secondary Accommodation

Supplementary accommodation plays a very important role in the total available tourist accommodation in a country. This type of accommodation can cater to both international as well as domestic tourist traffic. The secondary accommodations are—

Motel

The concept of motel, a kind of hotel with parking, originated in the USA perhaps in the year 1925 in San Luis Obispo, near Los Angeles. Since, the automobile trade was catching up, there was discovered a need for hotel for drivers and this was called



Fig. 2.5 Motel, USA

a motel by an architect developer, Arthur Heineman' (An extract from the article Smithsonianmag.com, December 12, 2016). Motel was meant for local motorists and foreign tourists travelling by road. Primarily designed to serve the needs of motorists, motels almost exclusively meet the demand for transit accommodation. The services provided by motels include parking, garage facilities, accommodation, restaurant facilities, public catering and recreational facilities. With a view to provide the above services to the motorists, all the motels are equipped with filling stations, repair services, accessories, garages, parking space, elevator service to the automobile entrance, restaurants, etc. The Ministry of Tourism, Government of India, has developed the guidelines to approve motels in India so that a set standard can be established.



Fig. 2.6 (a) Youth hostel, Mussoorie, India



Fig. 2.6 (b) Camping

Youth Hostels

Youth hostels made their first appearance in Germany in about 1900. In order to provide some sort of accommodation and services, the dormitories in the inns were equipped with cots, mattresses, sheets, and blankets.

The youth hostel can be defined as a building which offers clean, moderate, and inexpensive shelter to young travellers exploring their own country or other countries and travelling independently or in groups for holiday or educational purposes.

Caravan and Camping Sites

These are very popular in some European countries as also in the United States. These are also known as open air hostels, tourist camps or camping grounds. Camping, originally practised by hikers on foot, is increasingly giving way to car camping. The

sites are usually located within the large cities in open spaces. Equipped to receive mobile accommodation in the form of caravans, the camping sites provide facilities for parking, tent-pitching, water, electricity, toilet, etc.

Bed and Breakfast (B&B) Establishments or Home-stays

A Bed and Breakfast (B&B) is an intimate, independently run lodging establishment, where breakfast is included in the room rate. These are houses with rooms converted into overnight facilities; this can have up to 1 to 10 guest rooms. They are also known as 'Home Stays'. The owners of the B&B usually stay on the premises and are responsible for serving breakfast to the guests.

Indian Tourism's Home Stay Scheme is a golden opportunity for all those Apartment, Bungalow, or Cottage owners who can provide accommodation and food facility to domestic and international tourists. This scheme is based on India's core philosophy and tradition, Vasudhaiva Kutumbkam. This unique and profitable scheme will enable the property owners to introduce tourists to the culture, cuisine, customs and lifestyle of India. A home stay is similar in concept to that of a bed and breakfast establishment. Guests are either accommodated in the family home, or in separate quarters nearby. Nowadays, most home stays provide their guests with just as much comfort as a reputable hotel. There are a number of reasons why staying at a home stay can be preferable to staying in a hotel. These benefits are—distinctive and characterful accommodations, personalised service, local knowledge, home cooked food, celebrating festivals with local traditions, etc.

Forest Lodges

The rest houses at sanctuaries, which fill in the shortage of accommodation at such places, are called Forest Lodges. The state concerned makes land available free of cost, provides water and electricity connections and also undertake supporting construction for staff quarters, garbage and dormitory for drivers. Their location is finalised with the concerned ministry and State Forest Department. ITDC is entrusted with the responsibility for the management of all the forest lodges. These lodges are very popular among nature tourists who love wildlife as they provide a clear view of the forests to the residents from the guest rooms. Examples of forest

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lodges are Kaziranga Wildlife Sanctuary in Assam, Bharatpur Sanctuary in Rajasthan and others.

Circuit Houses

Circuit House is the accommodation for Government officers. There is one Circuit House in each city or a small town in all the States of India. They may even be called as Rest Houses. The rates charged are very minimal and differ in case of an official trip or a personal stay. The rates are different for different parts of the country.

Other Types of Accommodations

Mansion

This type of accommodation is very popular in certain European countries mostly in Austria, Italy and Germany or some of the African countries. It is a type of guesthouse or B&B, where in addition to lodging and breakfast, guests are also offered lunch and dinner. Pensions are usually family-run and cost less than other accommodation options.

Inns

Inns is a concept that was first introduced by the Roman empire. It was a place for the travellers to stay for the night, where they were provided with shelter, food and also shelter for the horses. Inns are similar to the *sarai* in India that was prevalent during that time.

Chalet

As defined by the Webster's dictionary, it is 'a wooden dwelling with sloping roof' and the floor edges go beyond the structure of the building found in Switzerland and the Alpine region. They were originally used for dairy cattle during summer season but have been converted to vacation homes for ski and hiking tourists nowadays.

Timeshare or 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 the ones in which the guests 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. In a timeshare rental, the vacation property is owned by the guest for a specific period which is same every year. During the allotted time period, the guest has access to the property. For example, if Mr. Gupta owns a two bedroom timeshare vacation home in Kerala for the last week of January, he is guaranteed a stay every year during the same time. Looking at the growth potential, The Ministry of Tourist, Government of India, has prepared guidelines for approval and classification of time share resorts. They are classified in three subgroups— 3 Star, 4 Star and 5 Star.

Capsule Hotels

These were first opened in Osaka, Japan in 1979. These hotels serve mostly the business tourists. The rooms in the capsule are lined similar to that of a ‘double-decker’, or sleeping compartment of an AC 2 tier train. Common washrooms, vending machines and a lounge area are located on each floor. Facilities such as a bed, a television, flexible lighting, a box for valuables, etc., are provided in each capsule room.

Practical Exercises

Activity 1

Visit the luxury or star category hotels and study comparatively the facilities and services amongst them (5 star hotels, 4 star hotels and 3 star hotels, etc.).

Material required

Writing material

Procedure

- Visit the luxury hotels in your city.
- Collect information about their star rating and services.
- Prepare a file and compare their services according to the services and amenities.

Activity 2

Find out and list the five luxury hotels located at the following tourist destinations in India.

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Material required

Writing material

Procedure

The following table may be referred by the students:

S. No.	Tourist Destination	Name of hotel
1.	Delhi	Hotel Leela Palace _____ _____ _____ _____
2.	Agra	_____ _____ _____ _____
3.	_____	_____ _____ _____ _____

Check Your Progress

A. Fill in the Blanks

- _____ hotels are usually located in the natural areas like mountains, on an island, or in some other exotic location away from cities like sea side, hill stations and wildlife sanctuaries.
- _____ are the old properties like castles, forts, palaces, and havelis belonging to royalty which have been renovated and converted into hotels.
- 'Houseboat' type of accommodation is found in _____ and _____.
- Capsule type of hotels are found in _____.
- The term 'Hotel' originated in _____ century in France.

B. Subjective Questions

- What are the primary and secondary types of accommodation?
- Define hotels. Write the various types of hotels.



3. Write a paragraph on:
 - (a) Home Stays
 - (b) Camping and Caravan sites
 - (c) Motel
 - (d) Bed and Breakfast Establishment
 - (e) Timeshare rentals

SESSION 2: CATEGORISATION OF HOTELS

Hotels are classified into various star categories on the basis of facilities, amenities and services provided by them. Comprehensive guidelines for the star classification are prepared by the Ministry of Tourism, Government of India. The guidelines for this classification are revised from time to time.

Hotel classification may vary from one country to another. Guidelines for the classification of hotels in India ensure that they meet international standards in facilities and services. Although the five-star and four-star hotels in India have been able to meet international standards, some of them do not figure anywhere on the global map.

The classification is valid for a period of five years from the date of approval of the chairman of Hotel and Restaurant Approval and Classification Committee (HRACC).

The entire list of hotels classified on the basis of star category is available on the Ministry of Tourism website which is updated time to time.

This categorisation assists the tourists in selecting the hotel they would like to stay in.

HRACC

The Department of Tourism (Government of India) has set up a Hotel and Restaurant Approval and Classification Committee (HRACC) for awarding star categories to the hotel properties.

Star Categorisation

Hotels are an integral part of a tourist's visit to a place. The services offered in a hotel can make or spoil a visit completely. With the aim of providing standardised,

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world class services to the tourists, the Ministry of Tourism, Government of India, has introduced a voluntary scheme called E-Classification, Approval and Occupancy of Hotels, which enables hotel owners to fill out the application online for getting their hotel classified.

Five Star Deluxe Hotels

These are the most luxurious hotels. These hotels are located primarily in metropolitan cities like New Delhi and major tourist destinations like Agra, Jaipur and Goa. It is the highest level of category of hotels in India.

General Features

1. The minimum size of the room excluding bathroom should be 200 sq. feet and the size of the bathroom should be 45 sq. feet.
2. All rooms, public area with seating facilities and various guest service areas to be air-conditioned.
3. One 24 hours multi-cuisine restaurant cum coffee shop, one speciality restaurant and 24 hours room service is must for Grade A cities and for the remaining cities, one 24 hours multi-cuisine restaurant cum coffee shop, 24 hours room service and speciality restaurant is desirable.
4. A bar is mandatory and the license should be obtained before applying for classification.
5. Having health-fitness, swimming pool and conference facility is necessary for this category of hotel.
6. Special room and facilities for differently abled guests.
7. Telephone facility, wifi connection, business centre, parking facilities and all communication facilities are necessary.
8. Having metal detectors, X-ray machine, positioning CCTV cameras, smoke detectors, first aid kit at front desk, and fire exits are part of the safety and security.



9. Sewage treatment plant, rain water harvesting, waste management, pollution control and non-use of CFC equipment are the eco-friendly practices which this category needs to abide by.

(Note: Grade A cities include Delhi NCR, Mumbai, Kolkata, Chennai, Bangalore, Hyderabad/Secunderabad.)

Five Star Hotels

These are the second highest star category of hotels. These are further divided into 5 star with alcohol service and 5 star without alcohol service. These luxurious hotels are located in the big cities. These hotels provide all the modern facilities for accommodation and recreation matching international standards in hospitality. Some examples of these top luxury (5 star and 5 star deluxe category) hotels are Taj Lake Palace (Udaipur), The Leela Palace (Udaipur), The Taj Mahal Palace (Mumbai), The Oberoi Amarvilas (Agra), Taj Falaknuma Palace (Hyderabad), The Oberoi Grand (Kolkata), Umaid Bhawan Palace (Jodhpur), etc.

General Features

1. The minimum size of the room excluding bathroom should be 200 sq. feet and bathroom should be 45 sq. feet.
2. 100 % rooms to be air-conditioned, public area with seating facilities and various guest services.
3. One 24 hours multi-cuisine restaurant cum coffee shop, one speciality restaurant and 24 hours room service for Grade A cities and for the remaining cities one 24 hours multi-cuisine restaurant cum coffee shop, 24 hours room service and speciality restaurant is desirable. Having a bar will not be mandatory for states in which alcohol is prohibited.
4. Health-fitness, swimming pool and conference facility is necessary for this category of hotel.
5. Special room and facilities for differently abled guests.

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Four Star Hotels

These are also luxurious and comfort hotels but lesser than 5 star deluxe and 5 star hotels, and are located in the bigger and medium cities.

General Features

1. The minimum size of the room excluding bathroom should be 140 sq. feet and bathroom should be 36 sq. feet.
2. 100 % rooms should be air-conditioned, public area with seating facilities and various guest services.
3. One multi-cuisine restaurant cum coffee shop (07:00am to 11:00pm), one speciality restaurant and 24 hours room service for Grade A cities and for the remaining cities, one multi-cuisine restaurant cum coffee shop (07:00am to 11:00pm) and 24hours room service.
4. Special room and facilities for differently abled guests.
5. Telephone facility, wifi connection, business centre, parking facilities and all the communication facilities are necessary.
6. Having metal detectors, X-ray machine, CCTV, smoke detectors, first aid kit at front desk, and fire exits are part of the safety and security.
7. Sewage treatment plant, rain water harvesting, waste management, pollution control and non-use of CFC equipment are the eco-friendly practices which this category need to abide by.

Three Star Hotels

These are usually economy class hotels located in the bigger and smaller cities and catering to the need of budget travellers.

General Features

1. The minimum size of the room excluding bathroom should be 130 sq. feet and bathroom should be 36 sq. feet.



2. 50% rooms should be air-conditioned, public area with seating facility, and various other guest services.
3. One multi-cuisine restaurant cum coffee shop (07:00am to 11:00pm) and 24 hours room service.
4. Special room and facilities for differently abled guests.
5. Telephone facility and parking facilities are necessary communication facilities.
6. Having metal detectors, CCTV, smoke detectors, first aid kit at front desk, and fire exits are part of the safety and security.
7. Sewage treatment plant, rain water harvesting, waste management, pollution control and non-use of CFC equipment are the eco-friendly practices which this category needs to abide by.

One and Two Star Hotels

These hotels are mostly available in the small cities and in particular areas of larger cities. Catering to the bag packer tourist traffic, these hotels provide all the basic facilities needed for general accommodation and offers low tariff. One and two Star Hotels are the lowest of the star category of hotels.

General Features

1. The minimum size of the room excluding bathroom should be 120 sq. feet and bathroom should be 30 sq. feet.
2. 25 % rooms should be air-conditioned, public area with seating facilities and various guest services are desirable.
3. Should have one dining room serving all the meals.
4. Special room and facilities for differently abled guests.
5. Communication facilities are desirable but not necessary for these two categories.
6. Having CCTV, smoke detectors, first-aid kit at front desk, fire exits are part of the safety and security.

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7. Sewage treatment plant, rain water harvesting, waste management, pollution control and non-use of CFC equipment are the eco-friendly practices which this category needs to abide by.

Heritage Hotels

Ministry of Tourism, Government of India, defines Heritage Hotels as those hotels that have been converted into hotels from palaces, castles, forts, havelis, hunting lodges and residences of any size, prior to 1950. The facade, architecture features and general construction should have the distinctive qualities and ambience in keeping with traditional ways of life of the area. The architecture of the property to be considered for the category should not normally be interfered with. Any extension, improvement, renovation, change in the existing structures should be done keeping in mind the traditional architectural styles and construction techniques harmonising the new with old. In a Heritage Hotel, a visitor is offered rooms that have their own history, served traditional cuisine toned down to the requirements of international palates, is entertained by folk artists, can participate in activities that allow a glimpse into the heritage of the region, and can bask in an atmosphere that lives and breathes of the past. Taj Lake Palace in Udaipur and the Oberoi Cecil in Shimla are examples of heritage hotels. Heritage Hotels will be sub-classified in the following categories:

1. Heritage

As defined by the Ministry of Tourism, this covers the hotels built in or converted from the palaces, residences, havelies, castles, forts and hunting lodges built prior to 1950. The hotel should have a minimum of five rooms (ten beds).

2. Heritage Classic

This category includes the hotels built or created in palaces, residences, havelies, castles, forts, and hunting lodges built prior to 1935. The hotel should have a minimum of 15 rooms (30 beds).



3. Heritage Grand

This category consists of hotels built or created in palaces, residences, *havelies*, castles, forts and hunting lodges. The hotel should have minimum of 15 rooms (30 beds) and should provide at least two sports facilities as given in the guidelines and provide traditional as well as continental cuisine.

Legacy Vintage Hotels

This concept has been introduced in addition to the heritage hotels as these help to recreate the era prior to 1950s. As stated by the Ministry of Tourism, 'hotels constructed with materials from heritage properties (i.e. properties or buildings which were built prior to the year 1950), provided that at least 50% of the material used to construct the hotel is sourced from heritage properties or buildings.'

These are further divided into three sub categories:

Legacy Vintage—Basic

It includes hotels which have materials sourced from structures prior to 1950. It should possess at least five rooms (ten beds). Traditional cuisine of the area is offered.

Legacy Vintage—Classic

It includes hotels which have materials sourced from structures prior to 1935. It should have minimum of 15 rooms (30 beds). Traditional cuisine of the area and a few dishes resembling continental cuisine are offered.

Legacy Vintage—Grand

It includes hotels which have materials sourced from structures prior to 1935. It should possess at least 15 rooms (30 beds). Both traditional and continental cuisines are offered to the guests along with two sport facilities as listed in the guidelines.

Luxury vs Budget Hotels

Luxury Hotels

These hotels are also called Up-Market Hotels or World Class Service Hotels according to the services offered

to their guests. Targeting the affluent segment of society, hotels in the Up-Market category offer world class products with personalised service of highest standards. The emphasis is on excellence and class. These hotels provide upscale restaurants and lounges, exquisite decor, concierge services, opulent rooms and abundant amenities. The design and interior decoration of the hotel itself reflects the standards maintained by the hotel. The guest rooms are large with exquisite decoration and furnishing. Generally, a valet is assigned to each guest room. These hotels have many speciality restaurants with full-assisted services. Top-end recreational facilities, such as golf course, tennis court, designer swimming pool with trained lifeguard, and other sports facilities, shopping arcades, beauty salons, health spas with sauna and jacuzzi, are a regular feature. These hotels are generally patronised by affluent people who care for quality and include business executives, celebrities, and high-ranking political figures. The Oberoi Udaivilas (Udaipur), Leela Palace (Delhi), Taj Rambagh Palace (Jaipur) and The Oberoi (Mumbai) are few luxury hotels in India.

Budget Hotels

These are also very popular as Economy Hotels and focus on meeting the most basic needs of guests by providing clean, comfortable and inexpensive rooms. Also known as economy or limited service hotels, they appeal primarily to budget minded travellers and groups. The clientele of budget hotels may also include families with children, and bus tour groups of people travelling together. These hotels have clean, comfortable guest rooms, coffee shop, and a multi cuisine restaurant, telephone service in rooms, and channelled music and movies.



Fig. 2.7 Budget hotel

Practical Exercises

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Activity 1

List the category-wise hotel names (at least five names in each category) and their location at different tourist destinations in India, collect pictures, and prepare a file. Do a comparative study with the hotels located in your city.

Material required

Writing material, Internet, etc.

Procedure

1. Search the names of category-wise hotels from internet located at different tourist destinations.
2. Note down the location and address.
3. Collect the pictures of each hotel.
4. Paste these pictures below the details of hotels.
5. Study these hotels in comparison with the hotels of your city.
6. Make a file with the above details in the following format.

List of Luxury Hotels in India

Star Category	Name	Location/Address
5 Star Deluxe Hotel	_____	_____
	_____	_____
	_____	_____
	_____	_____
	_____	_____
5 Star Hotel	_____	_____
	_____	_____
	_____	_____
	_____	_____
	_____	_____
_____	_____	_____

Activity 2

Select any country other than India and study the hotel classification procedure and its criteria. Do a comparative analysis and present it to the class discussing the following points.

1. Different classification of hotels
2. Step-wise procedure of classification
3. Classification committee members
4. Mandatory services and facilities for each category
5. Validity of the classification

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Material Required

Writing material

Procedure

1. First select one country, and collect the information of its hotels.
2. List out the various points of comparison.
3. Similarly, study the basis of classification of hotels in India and list out the details.
4. Make a presentation in the class.

Check Your Progress

A. Fill in the Blanks

1. _____ hotels are luxury hotels.
2. Taj Lake Palace, Udaipur is an example of _____ hotel.
3. Castles, forts, palaces, havelis converted into hotels are called _____ hotels.
4. _____ is responsible for categorisation of hotels.
5. _____ hotels are economy hotels.

B. Subjective Questions

1. Briefly explain the categorisation of a hotel property.
2. What are the guest services offered by a five star hotel?
3. What do you mean by Heritage Hotels? Explain the heritage classic, and heritage grand hotel property.
4. Differentiate between Luxury and Budget Hotels.
5. Differentiate between a 5 Star Deluxe and a 3 Star hotel based on the classification of hotels.

SESSION 3: TYPE OF ROOMS AND GUEST SERVICES

Category of Rooms

Category of rooms in hotels can be classified in the following three types:

Type A— (a) Normal Room, (b) Deluxe Room, (c) Executive Room, (d) Suite Room, (e) Deluxe Suite Room, (f) Presidential Suite Room, etc.

Type B— Air Conditioned (AC) or Non-Air conditioned (Non-AC)



Type C— Facing a particular view such as poolside (Cabana Rooms), sea, garden, mountain, etc.

Type of Rooms

Due to rapid growth and changing pattern of the hotel and hospitality industry, many changes have been made in the standard of the services offered.

Tourists have a wide range of hotels as well as different types of rooms to choose from when they decide to go on a trip. The room charges also differ based on the category of hotel chosen and room selected.



Fig. 2.8 A Hotel room

Room Type	Basic Room Features
Deluxe Room	<ul style="list-style-type: none"> • Amenities such as refrigerator, stock of beverages, and a mini-bar. • Bedding— One or two queen beds, or one king size bed • Prominent location with highest comfort.
Suite Room	<ul style="list-style-type: none"> • Separate living and sleeping area, with cooking facilities. • Suite rooms have one, two or three bedrooms, sometimes in addition with a parlour and a full kitchen.
Superior Room	<ul style="list-style-type: none"> • Comfort and furnishing as in a deluxe room but less desirable location. • Bedding usually one or two double beds or queen beds, or a king bed. • Rate and bedding may differ from international hotel chain as compared to other properties.
Standard Room	<ul style="list-style-type: none"> • One or two double beds; one queen bed or two twin beds. • Rooms usually do not have a view. • Many such rooms may be located in the least convenient part of the hotel.
Economic or Budget Room	<ul style="list-style-type: none"> • Usually used by budget class tourists or guests • Rates may be low and discounted • Smaller in size than other rooms • Smaller bedding in the room

We should also keep this in mind that these terms are used differently by different hotels as luxury or standard



Fig. 2.9 Double room



Fig. 2.10 Twin room



Fig. 2.11 Triple room

hotel room types. These room types may be as following:

Single Room

A single room is for one person, and usually has a full-size bed (double bed).

Double Room

A double room usually has space for two guests, with a double bed (full-size) or queen-size bed.

Twin Room

A twin room usually has space for two guests, with two separate beds (twin or single beds).

Triple Room

A triple room can accommodate three guests, either with one double bed and a single bed, or a different combination of three.

Suite

A suite is bigger than your normal hotel room. In fancy hotels, suites could even have multiple rooms. You might also see an executive suite or a family suite.

Adjoining or Connecting Rooms

This means that two rooms are connected together by a door going from one room directly into the other. Large groups of people or families might ask to be put in adjoining rooms.

Types of Beddings inside a Hotel Room

Besides the room category, a CSE working in the travel, tourism and hospitality sector, also needs to understand the types of beds provided by a hotel so as to deal with the choices of comfort of the traveller. The main types of bedding in a hotel room are:

King Bed

It has large size mattresses, i.e. 76 inches wide and 80 inches long. These types of beds are provided only in suites or deluxe rooms.

Queen Bed

It is about 60 inches wide and 80 inches long. A room with queen beds may have either one or two beds.

Standard Double Bed

This is 54 inches wide and 75 inches long and is usually provided in standard and economy rooms. A room may have one or two such beds.

Twin Bed

It is about 39 inches wide and 75 inches long in size and is designed for one adult. In most of the cases, a room equipped with twin beds has two beds and sometimes an extra bed may be added on the demand of guests and is chargeable.

Room Features

Here are various amenities that hotel rooms might offer to their guests. 'Amenities' is just another term for the features provided to the guests.

Air Conditioner

Air conditioning keeps the rooms cool in hot weather.

Heating

In cold weather, heating will keep the rooms and hotel warm.

Bathroom

This is the room where you'll find a toilet, sink and shower. Most hotel rooms have the bathroom attached.

Internet access

Wired or wireless internet access is provided by the hotels. This might be free of charge or maybe be on chargeable basis requiring a password.

Wireless Printing

This allows the guests to print from their own computers to a printer situated at a designated place in the hotel,

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which not need be connected to the printer with a wire. However, the hotel will assist in configuring the client.

Fan

Some rooms might have ceiling fans

Balcony

A balcony is a platform outside a room that's enclosed by some type of railing. Balconies are on all the floors higher than the ground level (first floor and higher).

Patio

It is a paved area outside the room on ground level that usually has an outdoor table and chairs.

Smoke-free

If rooms are smoke-free, it means that smoking is not allowed. Smoking and non-smoking are two terms used to describe if smoking is allowed or not.

Facilities in a Hotel Room

There are some terms that are often used in the tourism and hospitality industry to describe the facilities provided in a hotel room.

Complimentary means 'free'. Often hotels will serve a complimentary breakfast, included in the cost of your room, or have complimentary toiletries like shampoos and soaps in the bathroom.

Bathtub is provided in the bathroom, where people can clean themselves by taking a bath.

Shower allows people to bathe while standing. The shower head is attached overhead and this area is separated using an enclosed glass panel or shower curtains to avoid spilling water all over the bathroom while the guest bathes.

Towels are used to dry after taking a shower or bath. These are divided into face towel, hand towel, bath towel and bath mat.

Robes are provided for the guests to wear after they have taken a shower. They are also called bathrobes. These are mostly available in luxury hotels.



Toiletries are small personal items you might use in the bathroom, such as shampoo and conditioner for washing hair, soap, toothbrush and toothpaste for brushing teeth, etc.

Hair Dryer— Most hotels will have an electric hair dryer for guests to dry their hair after a head bath. In standard hotels, hair dryers are attached to the walls with a cord. These are also called blow dryers.

Sink is used to wash hands. It has a faucet. Soap is used to kill germs and bacteria while washing. It can be either liquid (stored in a soap dispenser) or a solid bar. Some hotels have both hand soap and body soap.

Lamp provides extra light, besides the light fixtures on the ceiling and walls. These could be placed next to the beds as reading lamps or on the study table provided in the room.

Executive desk may be provided in some rooms which would be a desk to sit and write or work on. These are sometimes called executive desks.

Kitchenette is a mini-kitchen where people can prepare basic food, usually with a microwave and sink.

Kettle— In hotels, a kettle is placed for heating water for preparing tea or coffee. Sachets of assorted teas, coffee, sugar, sugar free and milk powder along with two cups and two spoons are kept alongside the kettle.

Room Service is a service that lets the guests order food or drinks and have it delivered to their hotel room.

Turndown Service is provided in the evening time, where the bed is made ready for the guest to sleep in at night. A goodnight message or mints maybe placed beside the pillow.

Curtains usually hang from a rod to cover a window. Curtains can be pulled open or closed to let sunlight in or keep it out.

TV with a remote control (small hand-held device used to change the channel or volume) is provided in most rooms. Some hotels have a listing of the local TV channels. Also, there are often pay-per-view channels or movies that guests are later charged for.

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Safe is a small box locked with a combination lock or key where guests can keep valuable items locked and secure.

Cot is a small bed that folds up and rolls on wheels, so it can be moved into rooms when an extra bed is needed.

Pull-out Sofa is a couch that can be pulled out into a sofa-bed.

Armchair is a more comfortable chair with rests for both the arms.

Linens is a term used for bedsheets, pillow cases to cover the pillows, a blanket or a comforter (the thick blanket on top of a bed).

Iron and Ironing Board is provided in some categories of rooms to help the guests to iron their clothes in the room itself.

Private Jacuzzi is a hot tub located somewhere inside or attached to the room. 'Private' is the opposite of 'public', and means that this Jacuzzi is just for the people in that room.

Guest Service in Hotel

Guest services include the consistent delivery of products and services which not only meets the expectations but also exceeds the expectations of guests. It focuses on providing delightful hotel experiences that may last a lifetime.

Legendary Hotelier Cesar Ritz's view on Guest Service was:
No detail is too small and no request is too big if it is meant to satisfying a customer.

His philosophy on guest service formed the foundation for service in hotel industry. (National Council for Hotel Management and Catering Technology)

Food and Beverage (F&B) Services

Food and beverage department deals with providing quality food and beverages to the guests. It may be part of a full-fledged hotel or running independently. The team of food and beverage staff has to look at the receiving and seating of the guest, taking of orders, serving the order,



clearance of the dishes and plates, settling of the bill and asking for guest feedback during the service or at the end. Food and beverage department works in close coordination with the food production department. A bar is an area where the drinks are prepared as in the view of the guest area inside the restaurant mostly. Other than hotels, food and beverage services are available on airlines, trains, cruise liners, organisation, schools, colleges, hospitals, etc.

Most of the star-ranked hotels offer multiple F&B services in their hotels, such as:

- Restaurant
- Lounge
- Coffee Shop
- Room Service
- Poolside Barbecue or Grill Service
- Banquet Service
- Bar
- Outside Catering Service

Food and Beverage Restaurant

These are the places in a hotel where food and drinks are served. There are different types of restaurants:

All Day Dining Restaurants

They are usually called Coffee Shop or Cafe in Hotels. They are usually big in size with many covers (seats), compared to other restaurants in the same hotel. The main reason why they are called All Day Dining Restaurants is because of their hours of operation, as they are open from 7 am to 11pm, whereas in 5-star hotels, they are operational for 24 hours a day. The services provided by these vary from breakfast in the morning to lunch in the afternoon and dinner in the evening.

Fine Dining Restaurants

These restaurants are characterised by their elaborate and exclusive menu with special emphasis on the high quality of food that they serve. The emphasis being on fresh ingredients and natural flavours or on the type of

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cuisine served, or both. Usually the operation of this restaurant revolves around the Head Chef or Chef De Cuisine of this outlet.

Speciality Restaurants

These restaurants usually have a type of National or Regional Character or Cuisine attached to them, for example, Italian Speciality Restaurant, Chinese Speciality Restaurant, etc. In some hotels, sometimes they also have Multi Cuisine Speciality Restaurants, which literally means that the restaurant serves cuisines from more than one country or the dishes on its menu has food specialties from many different countries.

Lounge

Lounges can be found in different hotels. Their main purpose is to offer food and drinks in a comfortable and cozy seating in relaxed surroundings. There are many kinds of lounges ranging from a lounge in a lobby, Cocktail Lounge and Cigar Lounge to Executive and Club Lounge on special floors.

Coffee Shop

It is a part of the hotel, mostly run 24 hours. It offers some snacks along with coffee.

Room Service

It is a part of the Food and Beverage Department in hotels. A menu is placed in the guestroom, as per the convenience, the guest places the order and the food is delivered to the guestroom. Room service is operational 24 hours and the variety of dishes in the menu differs from hotel to hotel.

Bar

Bar is a place where alcoholic as well as non-alcoholic drinks are served. There is usually a small snacks menu too. The service is fast and quick. There are various kinds of bars ranging from Formal Bars to Club Bars, Pubs, Pool, Bars, Wine Bars, Cocktail Bars, Beach Bar to Juice Bars and many more.



Discotheque or Nightclub

They are outlets where music and entertainment takes priority with the food and drinks. The operation is very fast and the guest numbers are large. Security is an important aspect in these operations. Music and entertainment can range from DJ to live bands playing.

Meeting and Conference Rooms

These are rooms with limited seating and have audio visual setup required for conducting meetings. They are let out to guests for conducting their meetings. The guest is charged for an entire day or on hourly basis. These are smaller than banquet halls. Food and beverage requirements maybe charged extra depending on the guest's requirement.

Banquet Halls

These are large Function Rooms which are primarily used for functions and weddings. The staffing ratio of full time staff in this section is very less as the function and wedding business can sometimes be seasonal and extra staff is usually filled in by employing part time staff. This section is the most dynamic section in Food and Beverage with the conference section, which is more physically demanding and creatively oriented.

Delicatessen

This is also called a Deli in short. It is a place where guests can buy fresh produce ranging from freshly baked bread, cold meat, fresh salads, cakes, homemade ice creams, light and healthy drinks, etc.

Others

There are many other Food and Beverage outlets ranging from Fast Food Outlets to Food Courts to Snack Bars which are usually standalone or in a shopping centre.

Functions of Food and Beverage Servers

The main functions of F&B services in a hotel are to:

- prepare tables or counters for meals
- stock the service area with supplies (for example, coffee, glassware, etc.)

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- greet customers, present menus and help the customers in selecting menu items
- inform customers about daily specials
- record orders and place them with the kitchen and bar
- pick up and serve orders
- check that the customers are enjoying their meals and correct any problems
- suggest and serve desserts and beverages
- clean and reset tables
- tabulate and present bills for payment

Food Service Menus

A menu is a detailed list of food and beverage items that are served in a restaurant along with the prices. A carefully planned and designed menu can help in increasing the sales of the dishes.

A menu is a presentation of detailed list of food items that are served in restaurant. In any food service organisation, it is a control tool to run a food service operation. If a menu is developed with careful planning following the food trends and featuring menu, it can contribute in all sectors of the hotel. A well planned menu can also ensure optimal utilisation of hotel resources.

Types of Menu

Even though menu could be offered in different ways in different food service organisations, traditionally there are two types of food menus that are offered— *À la carte* and *Table D' Hote*. Other menus are usually adaptations of these of two types.

Table d'Hote Menu (Table of the host)

A *table d'hote* menu may only offer one food item from each category of the menu format and therefore offers little choice. Or it can be a menu at a set price, offering two or three courses with no choice. For example, soup, main course and dessert. The word has originated from the inns of France where the



guests ate at a common table called the host's table in the sixteenth century.

Table d'hote menus are a good example of a non-selective menu. The menu is at a fixed price with set items. It can also be a cyclical menu, e.g. changing every day and rotating through the month. The guest is seated and served at a table by the waiting staff. The various kinds of *table d' hote* menus are:

- (a) Banquet Menu
- (b) Buffet Menu
- (c) Coffee Houses Menu
- (d) Cyclical Menu

À La Carte Menu (According to card)

According to the Oxford Dictionary, early in the 19th century, it translates into 'according to the card (menu)'. A good example of a selective menu would be *À la carte* menu. This is a menu with all the dishes individually priced. Items on the menu are prepared and cooked to order. All items on the menu are listed at a different price and the guest is served at a table. The various kinds of table *À la carte* menus are:

- (a) Breakfast Menu
- (b) Luncheon Menu
- (c) Dinner Menu
- (d) Room Service Menu
- (e) Lounge Menu

Table Layouts for Dining

Once the type of menu is decided in the restaurant, the cutlery, crockery and glassware are set on the table. There are basically three types of table setting for dining in the restaurant of a hotel.

Setting Table for Formal Dining

This type of table setup is required for formal events like corporate lunch or dinner, or a wedding party. The formal dining contains multiple courses and second helpings are not offered.

The table setup looks as follows (Fig. 2.12):

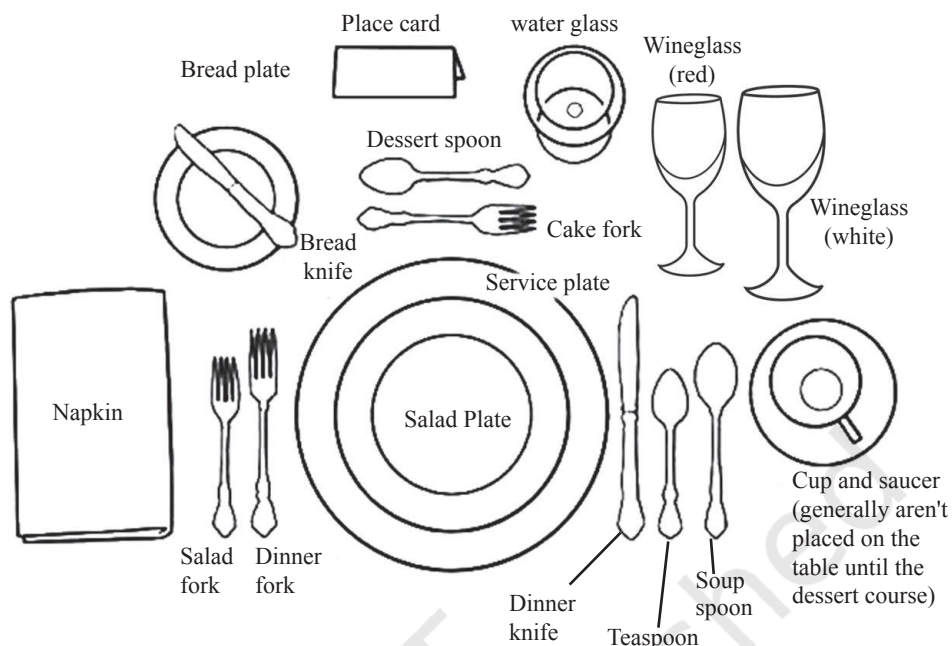


Fig. 2.12 Table layout for formal dining

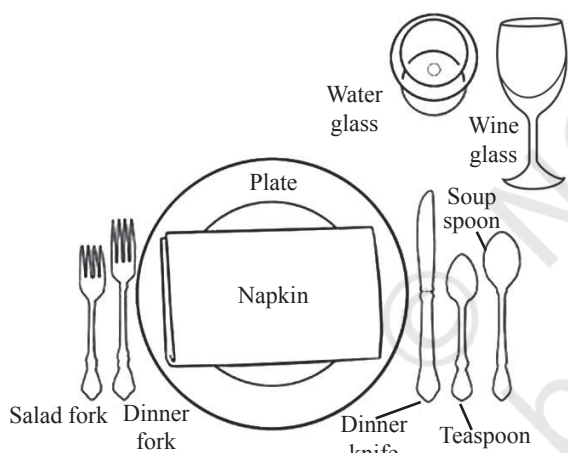


Fig. 2.13 Table Layout for casual dining

Setting Table for Casual Dining

This table setup is required for informal events like holiday parties and family gatherings. Casual dining can contain multiple courses and service staff offers or serves second rounds of helping when a guest requests for it. This table setup appears as shown in Fig. 2.13.

Setting a Buffet Table

This set up is required for catering to large groups of people. Buffet table setting can be done in numerous ways depending upon the size and shape of the place, the menu, and the number of guests (Fig. 2.14.)

- The food items are placed in a sequence from lightest to heaviest, starters to desserts, or coolest to warmest.
- Cutlery is placed on the guest tables.
- Glasses, cups, and saucers are placed on a separate table to avoid congestion.
- Table decoration pieces are placed such that they do not interfere with the food items.

- Plates are stacked not more than 15 plates per stack.
- Paper napkins are placed between the plates.

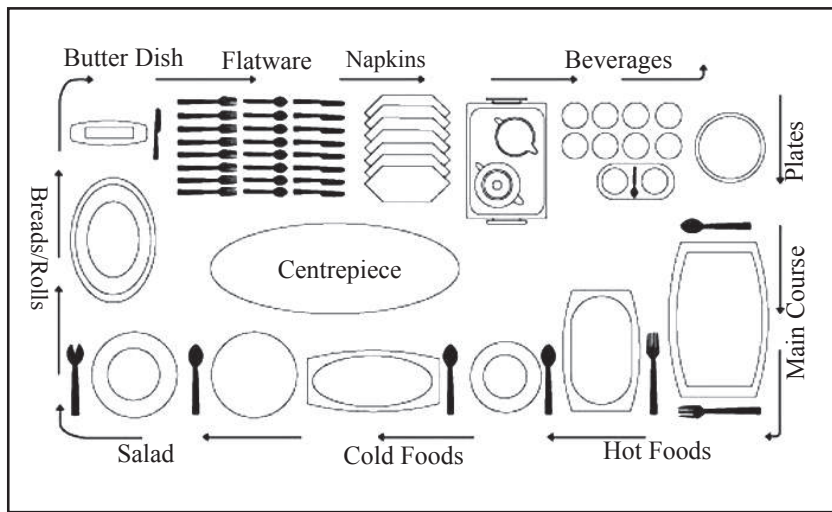


Fig. 2.14 Table layout for buffet

Types of Meal Plans and Tariffs

The term 'Meal Plan' refers to the meal types that will be included in the guest's room rate and services. This plan includes the number and size of portions that will be served per person. The various kinds of meal plans used in the hotel and hospitality industry are:

1. **European Plan (EP)**— Room Tariff + Morning Tea (No meal included)
2. **Continental Plan (CP)**— Room Tariff + Continental Breakfast
3. **Modified American Plan (MAP)**— Room Tariff + Breakfast + Lunch or dinner (options available)
4. **American Plan (AP)**— Room Tariff + Breakfast + Lunch + Dinner
5. **Modified American Plan (MAP)**— Room Tariff + Breakfast + Lunch/Dinner
6. **Bermuda Plan (BP)**— Room Tariff + Breakfast only

Apart from the above meal plans, some other terms are also used in hotel industry, i.e. FAP— Full American Plan which means breakfast, lunch and dinner, CPAI—Continental Plan All Inclusive (breakfast) and APAI— American Plan All Inclusive (Breakfast, dinner and lunch).

Practical Exercises

Activity 1

Visit and collect the tariff brochures of luxury hotels located in your city and compare the rates and services offered to their guests.

Material Required

Writing material, collected tariff brochures of hotels, etc.

Procedure

1. Divide students into groups of five students each.
2. Visits the nearby hotels located in your city.
3. Each group will collect five tariff brochures of hotels.
4. Study and note the plans and tariff rates of hotels.
5. Present the report in the class.

Activity 2

Collect and compare the menus of restaurants near your home.

Material Required

Writing material, collected menus of different hotels, etc.

Procedure

1. Divide students into groups of five students each.
2. Visit the nearby hotels located in your city.
3. Each group will collect five menu cards of different hotels.
4. Study and note the plans and tariff rates of hotels.
5. Present the study in the class.

Check Your Progress

A. Multiple Choice Questions

1. 'Modified American Plan' includes_____.
 - (a) Two meals of the day + Room rent
 - (b) One meal of the day + Room rent
 - (c) Room Tariff + Breakfast + Lunch/Dinner
 - (d) Only Room
2. 'American Plan' includes_____.
 - (a) three daily meals included with room rates
 - (b) Room Tariff + Breakfast + Lunch + Dinner
 - (c) only Breakfast
 - (d) only Dinner
3. 'Cabana' means_____.
 - (a) Studio room
 - (b) Twin rooms



- (c) Triple rooms
 - (d) a room attached to the swimming pool side for changing or resting
4. Food or beverages served in guest room is known as _____.
- (a) Full service
 - (b) Room service
 - (c) Service station
 - (d) None of these

B. Subjective Questions

1. How many types of rooms are available for guests in a luxury hotel?
2. Write the different types of meal plans offered to the guests by the five star hotels.
3. What are the facilities provided to the guests inside the hotel rooms?
4. List all the different types of food and beverage outlets in a hotel and briefly explain each of them.

SESSION 4: FUNCTIONS AND SERVICES OF FRONT OFFICE

Front Office Department Manager heads the team of staff working on various activities and responsibilities, in the front office department. Few prominent activities that the front office staff is involved in, are:

Reservations

Reservation is the part of Front Office Department. Hotel bookings are made through this section. A large hotel chain may have its own centralised reservation system which is a single point where all reservations of the chain are made, while independent hotels may subscribe to an international reservation system that is open to any hotel who subscribes to it. The main functions are to:

1. book rooms in advance.
2. handle all the cancellation and revisit as per the reservation made by the guests from different sources and modes.

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3. process and confirm reservation request.
4. forecast future room reservation status.
5. update room availability chart.
6. maximise the sale of rooms.
7. gather maximum information from the guests for making reservation.
8. maintain good and healthy relations with the sales and marketing department to maximise the revenue of the hotel.

Reception

It is located at the lobby level of the hotel. It also allocates the rooms and establishes the rates for different types of guest. The person of the section is called Receptionist. The main work of this section is registration. Other functions of this section are to:

1. warmly receive all the arrival guests and to welcome them.
2. complete registration formalities and perform the procedure of check-in and check-out of the guest.
3. co-ordinate closely with housekeeping department for clearance of department room, room change and UR (Under Repaired) rooms.
4. issue VIP amenities voucher to the food and beverage service.
5. assign or allocate rooms to the guest.
6. co-ordinate closely with the bell desk for luggage handling and room keys.
7. create guest folios and settling guest account are the most important job responsibilities of the receptionist.

Guest Registration

Guest registration refers to recording the guest's information for official purposes. At the time of reservation, the front office staff asks the guests to enter their personal information on the Guest registration Card (GRC). Registration activity is mandatory for



both— the guests with reserved accommodation as well as for the walk-in guests. During registration, the guest is required to enter important information on the GRC such as, Guest Name, Address, Contact details, Organisation, Arrived details, Passport and Visa Details- Date of Issue and Date of Expiry, Place of Issue, Visa Type, Payment Option – Cash, Card, or Cheque, Guest signature, etc. It is the responsibility of the Front Office staff not to reveal the guest information to unauthorised persons.

Telecommunications

The telecommunication department is responsible for all communication within the hotel as well as outside the hotel. The following points mark the importance of this department:

1. guests can make local as well as international calls directly from their respective rooms.
2. charges or the amount are directly posted to the guest folios.
3. facilities given to the guest by the hotel like wake up calls, do not disturb (DND), interconnecting phones, calls waiting, etc., are handled by telecommunication department.

Accounts

It mainly includes a Front Office Cashier and a Night Auditor. The cashier is responsible for handling guest payments. This person reports to the Accounts Manager rather than the Front Office Manager.

The Night Auditor performs the duties of front desk reception as well as accounting partly during the night shift and needs to report to the heads of departments, front office, and accounting.

Front Office Cashier

This section of the front office is located at the front desk. Front Office Cashier, working in this section is responsible for updating guest bills, keeping up to date cash and credit transactions of the guests and get them settled before the guest departure. Front office cashier

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ensures timely collection of all the guest bills from different outlets and posts them in respective folios if the Front Office is not computerised.

Concierge

The concierge staff is responsible for assisting guests by booking tours, making theatre and restaurant reservations, etc., along with taking care of their security, lodging and arrangements of their visit to entertainment set ups like theatre. This staff also provides information about the City Events as well as about the tourist places and provide guide maps to the guest. This department helps the guests to book tickets for sightseeing, reserve restaurants for the guests, and books movie tickets for the guest.

Bell Desk

It is located at either side of the lobby. This desk is responsible for handling the guest luggage during arrival and departure. The bell desk section also handles the payment by the guests for various services availed at the hotel, delivers guest mail and messages to the concerned guest room. The important functions of this section are to:

1. co-ordinate the movement of guests' luggage and baggage during the check-in and check-out of the guests.
2. distribute daily newspaper and magazines to the guest rooms.
3. be responsible for creating reports for guest Errand Card, left luggage procedure, and scanty baggage procedure.

Lobby

It is an area which is located at the entrance of a hotel building with sitting arrangement for guest's visitors to meet and wait. It is synonym to the word 'Foyer', which means a wide passage or large hall just inside the entrance of a public building. The dimension and design of this area rely upon the size and design of the



building. Basically, lobby area must be furnished with all the necessary things.

Examples— Lobby desk, Bell desk, GRE/GRO, Reception desk, Cash counter, Rest room, Business centre, Safety lockers, etc.

Telephone Operator

This is a separate section under front office department which is located on the back side of the hotel. They are connected to the front desk and cannot be seen by the guest. A telephone operator is an employee in this section, responsible for handling all the incoming and outgoing guest calls and hotel calls. The telephone operator is responsible for posting all the charges incurred by the guests and the hotel employees while making calls.

Business Centre

Modern technology has changed the pace of information system. People can do their job in a home country while staying in far-away countries. The role of fax, photocopying and secretarial work is deemed important to provide these types of services to the guest. There may be demand from the guest to translate and interpret services as well as for hiring of laptops, computers, and portable telephones in their rooms. The responsibility of such type of services comes under business services. The arrangement of meeting rooms and conferences is also one of the duties of business centre staff. If the hotel has many non-English speaking guests, then bilingual secretaries may be required in the business centre.

Hotel Room Status

This is a responsibility of the housekeeping department to inform the room status to the front desk in a hotel. During the guest's stay, the housekeeping status of the guestroom changes several times. The various terms defined are typical of the room status terminology of the lodging industry. Not every room status will occur for each guestroom during every stay.

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The following terminologies are used for room status in a hotel:

Occupied: A guest is currently registered to the room.

Vacant and Ready: The room has been cleaned and inspected and is ready for an arriving guest.

Complimentary: The room is occupied, but the guest is assessed no charge for its use.

Stay Over: The guest is not expected to check out today and will remain at least one more night.

On-change: The guest has departed, but the room has not yet been cleaned and readied for re-sale.

Do Not Disturb: The guest has requested not to be disturbed.

Sleep-out: A guest is registered to the room, but the bed has not been used.

Skipper: The guest has left the hotel without making arrangements to settle his or her account.

Sleeper: The guest has settled his or her account and left the hotel, but the front office staff has failed to properly update the room's status.

Vacant and ready: The room has been cleaned and inspected and is ready for an arriving guest.

Out-of-order: The room cannot be assigned to a guest. A room may be out-of-order for a variety of reasons including the need for maintenance, refurbishing, and extensive cleaning.

Double Lock: The guest room door is locked from inside and outside two times so that no one can enter.

Lockout: The room has been locked so that the guest cannot re-enter until a hotel official clears him or her.

DNCO (Did Not Check Out): The guest made arrangements to settle his or her account (and thus is not a skipper), but has left without informing the front office.

Due out: The room is expected to become vacant after the following day's checkout time.

Checkout: The guest has settled his or her account, returned the room keys, and left the hotel.



Late Checkout: The guest has requested and is being allowed to check out later than the hotel's standard check-out time.

Procedures for Booking Hotel Rooms

Hotel rooms can be booked by either personal contact or through some travel agent. There are various modes of room reservation in a standard hotel.

Mode of Reservation

These are the means by which a guest makes the reservation of rooms in a hotel. The reservation may come from the guests directly or through any other organisation but the medium through which they reach the hotel are different. Following are some of the modes of reservation:

Letter

It is a written request for reservation, which may have been sent through post, courier or hand delivered. It is the most common method for advance booking. Reservations made through letter, delivered through post or courier, are time consuming. Fax or Email are more efficient and fast methods used today for this purpose.

Telephone

This is a faster way of getting confirmation and is handled directly by the reservation staff. During the telephone conversation with the guest, the reservation assistant takes down all the necessary details on the reservation forms.

Fax (Facsimile)

It is the most common method as it is cheaper than telephonic conversation and allows transmission in written form, better than telex; as it allows graphic form to be transmitted over telephone lines making it more authenticated and better.

E-Mail or Internet (Computer)

With the fast advancement of internet in the world, today most of the hotels allow reservation online on

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internet through their website. Even reservations sent on E-mail are accepted.

CRS (Central Reservation System)

There are many private service providers providing CRS services thus allowing direct reservation access to travel agents, clients or instant basis through their own networks. All hotels have their own CRS system.

Duties and Responsibilities of Front Office Assistant

1. Perform Check-in and Check-out Procedures

Check-in Process

This is a critical process, since a lot of vital information is exchanged between the guest and the hotel staff during this process, irrespective of the mode of check-in process, i.e. manual or computerised. The manual process starts when a guest either walks-in (without reservation) or one with prior reservation walks into the hotel looking for desired or requested accommodation, i.e., depending upon the availability of rooms, the walk-in guest is assigned a room whereas the guest with prior reservation is usually assigned the room for which he has requested.

Check-out Process

Check-out point is the last contact that a guest will have with the property and the experience at this point will determine the kind of impression the guest will carry with him/her. In other words, if it is smooth, the guest will carry pleasant memories. Thus, to make this process more efficient and error proof, you shall divide it into three parts:

- (a) Guest vacating the room;
- (b) Guest settling the bill; and
- (c) Guest departing.

Guest vacating the room usually depends upon the hotel's check-out time. Usually the check-out time is 12 noon. Sometimes depending on the availability of the



room and the type of client, the check-out time can be extended for the guest on special request.

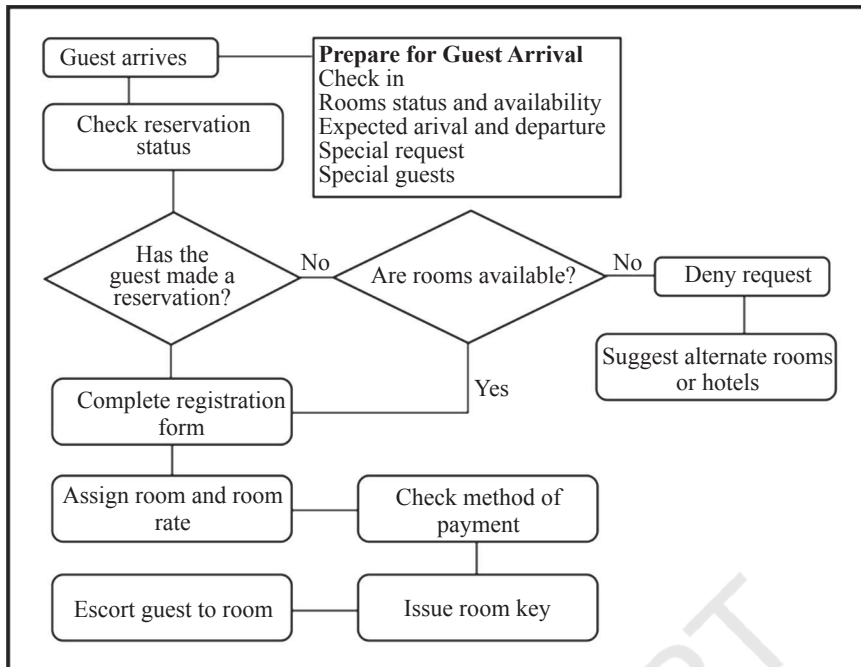


Fig.2.15 Check-in and check-out procedures in a hotel

2. Welcoming and Greeting a Guest at Front Office

Front office is the visible department of a hotel where guests interact firstly, so it is important to give warm welcome and greeting to the guest because the first impression should be memorable for a guest. An unwelcoming or reluctant behaviour of the Front Office Staff leaves a very bad impression on the guest and spoils the image of the hotel. This may even adversely affect the hotel’s revenue since it will lose repeat customers.

So, the hotel staff should extend a warm welcome to the guest and may even offer a bouquet or a *teeka* on the forehead, especially for customers who have travelled long way and would be tired. Offer seating, tea or coffee in the lobby area in case of little time required for preparing hotel room for the guests.

First Impression

- Friendly Welcome— “Hi, Welcome to India/ Delhi/Bhopal” or “Good afternoon, Welcome

to Taj Palace. Is this your first time visiting our city?”

- **Stand Up**— Get off the chair and be presentable (put on ironed shirt and be well dressed)
- **Make Eye Contact**— Eye contact produces the feelings of caring, trustworthiness and likability.
- **Smile**— Do not look sad. Instead, smile because when we smile, it creates a spark that triggers the brain’s pleasure centre. That’s why a smile is said to be contagious.

Use Right Words

Here are some harsh versus polite hospitality words. For example:

Harsh	Polite	Reasoning
‘No’	Find a solution	‘No’ gives no space for discussion and gives a feeling of snubbing
‘We can’t do that’	‘Please allow me to figure out a solution’	Gives an impression of earnestness to help
‘We’re sold out’	‘Tonight our hotel is fully committed, can I offer to help you find nearby accommodations?’	It helps the client to feel safe and assured
‘Are you checking out/in’	‘Good Morning/Afternoon, How may I assist you?’	To begin with a greeting feels welcoming
‘I don’t know’	‘Please allow me to find out this for you’	Makes the client feel valued and respected
‘I don’t work in that department’	‘I’m happy to help you find the right person to better answer your question’	Shows integrity and gives a feeling of not being misled
‘It’s our policy’	‘Let me see how I can help you with this’	Conveys the flexibility of the services of the hotel
‘You can’t do that;	‘Here are some alternative suggestions for you to...’	It makes the client feel accommodating
‘No Problem’	‘It’s my pleasure’	Exudes warmth and personal touch
‘It’s not my fault’	‘On behalf of ___ and our hotel, I sincerely apologise....’	Gives the feeling of sincerity and appeasement



Try to Offer Best and More

Here are seven things more to offer to the customers:

- Anticipate their needs with questions.
- Give directions.
- Offer coupons and discounts to local attractions.
- Make a welcome guidebook with local favourites, restaurant, banks, ATM, post office, grocery store and more.
- Free drink coupons, gift basket, anniversary cake, birthday card, more towels or room amenities—make them feel extra special.
- Candy bar with guests' name on it.
- Complimentary upgrades, free breakfast, additional night stay completed.

Empower Yourself

For this, follow the given steps:

- Successfully resolve a guest issue
- Take on a new initiative
- Ask for additional tasks on your own
- Share ideas on how to improve a process at your hotel
- Suggest ways to save energy, payroll and other expenses
- Don't be afraid to, sometimes, challenge the status quo
- Do something that will make a guest super happy.
- Challenge yourself to do better.

Practical Exercises

Activity 1

Visit a hotel nearby as a guest and observe the various activities being carried out at the front office.

Material Required

Writing material

Procedure

1. The students can visit in pairs or can visit individually along with guardians.
2. Observe the activities going on at the front desk.

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3. Make notes of the visit.
4. Prepare a report of about 250 words describing what all you observed and compare it with what all you have read about in this session.

Activity 2

From your visit in Activity 1, try to recollect and draw the layout of the lobby of the hotel. Label the various sections in the lobby.

Material required

Writing material

Procedure

1. Take your notebook and draw a neat layout using a pencil and scale.
2. Layout need not be of proper dimensions.
3. Label the various sections of the lobby using a pen.

Check Your Progress

A. Multiple Choice Questions

1. The concierge is under which department?
 - (a) Security
 - (b) Division
 - (c) Accounting Rooms
 - (d) Front Office
2. The person handling the guest luggage is known as _____.
 - (a) Bell boy
 - (b) Night auditor
 - (c) Room attendant
 - (d) Front office attendant
3. Mr. X checks into room 207 for a one-night stay. Early the next morning, Mr. X leaves the hotel without paying the bill. When checking the 4pm housekeeping report, the front desk finds room 207 listed as vacant and ready for sale and realises that the guest was a _____.
 - (a) Due out
 - (b) Sleeper
 - (c) Skipper
 - (d) Sleep out
4. DNCO stands for _____.
 - (a) Did Not Collect Order
 - (b) Did Not Check Order
 - (c) Did Not Confirm Order
 - (d) Did Not Check Out



5. Which of the following Front Office Forms typically contains personal guest data, the length of stay, and the method of settlement?
 - (a) Room rack slip
 - (b) Registration card
 - (c) Information rack slip
 - (d) Credit card voucher
6. Arranging local sightseeing and airport pick-up facilities for the tourists by the hotel are the functions of _____.
 - (a) Front Office
 - (b) Travel Desk
 - (c) Reception
 - (d) Tour Operator

B. Subjective Questions

1. What is the importance of first impression for the front office staff?
2. Write a dialogue between an angry guest and the reception staff, due to the delay in the check-in procedure.
3. Define centralised reservation system (CRS) in hotel reservation. What are the other modes for booking of hotel rooms?
4. Briefly explain the different sections of hotel front office.
5. Explain the check-in and check-out procedures in a luxury hotel.

Unit



Customer Service



171102CH03

In this Unit, the students will learn to provide meet and greet service to the customers, guests or tourists at the terminals or designated place, arrange for transporting them to their pre-arranged accommodation or agreed destinations. This Unit also gives a brief idea about the role of tourism industry in economic development and role of travel desk and its functions.

As we know Tourism and Hospitality Industry is also a service industry, so it requires professional services, manners, etiquettes and personality for the managers and employees of the services organisations essentially.

Tourism is about experiences—experiences with people and places, and the most important experience is the first one— arrival and greetings. Get that one right and the rest is much easier.

Arrival experiences include experience at the airport, at the hotel, at the campsite, at the travel company office, in the restaurant, on the tour bus, or at the tourist destination. Wherever it takes place, the thumb rules are the same:

- Be Prepared
- Look cheerful
- Smile
- Be interested
- Be helpful
- Be yourself

To be performed on arrival of the client or tourists:

- Welcoming
- Greetings
- Introducing
- Car hire
- Describing the services that make tourists feel special

SESSION 1: MEET AND GREET SERVICES FOR GUESTS ON ARRIVAL AND DEPARTURE

Meaning of meet and greet services

Greetings

The way of greeting differs from country to country according to its culture and nationality. For example, *Namastey* is the way of greeting in India and some other Asian countries. The word is said with the palms of the hands held together with fingers pointing up and touching the chin and with a slight bow. Thus, a *namastey* is typically Indian way of greeting. The way of greeting also depends on the relationship and age of the guest.

GREET

Greet all the customers and make them feel welcomed
 Respect cultural and other personal differences
 Evaluate and clarify customer's expectations
 Effectively address and respond to the customer's need
 Thank and verify that their needs have been met

Meet and Greet Service can be defined as, 'the pre-purchased service for meeting and greeting a client or group upon arrival in a city, usually at the airport, pier, or rail station or hotels. Service may include assisting the client or group with entrance formalities, collecting baggage, and obtaining transportation to the hotel'.

Services of meeting and greeting are pervasive but when we talk about the Travel, Tourism and Hospitality



Fig. 3.1 Concierge



Fig. 3.2 Meet and greet spot

Industry, the particular jobs to be performed by the industry professionals are specified. These can be identified as follows:

- **Airport representative** at travel companies for arrival and departure and transfer assistance of the tourists or clients.
- **Concierge** at the hotels in front office or travel desk for performing the same duties for the hotel guests.

Meeting customers in professional manner as per the company's policies

Procedure of meet and greet services at the Airport

Meet and Greet Service at the airport is an important service for tourists as well as for the company, since it helps the tourists in fast-track clearance through arrivals or departures, helping with transfers, baggage and family travel and ensures a swift, smooth and safe passage through the airport. The Customer Service Executives (Meet and Greet Officers) help in dealing with any issues that might arise due to cultural differences or language difficulties. Travel companies even have their own lounges, reserved exclusively for the tourists or their customers. This service is designed to provide a completely stress-free airport experience.

On arrival as well as departure at the airport, all the passengers (Indians or foreigners) are required to move towards immigration check. The passports are duly stamped at the arrival as well as departure. Passengers should ensure that their passports are duly stamped before leaving the immigration counter. Only foreigners coming to India are required to fill up the D (Disembarkation) Card. Passengers are required to present valid travel documents i.e., passport and visa (if applicable) for immigration clearance.

Meet and Greet Services are offered to independent and group tourists, business executives, and lady travellers travelling to unfamiliar or challenging locations.

After meeting the tourist or guest on arrival at the airport, a Customer Service Executive (CSE) of an

organisation performs one's job of meeting the tourist by displaying a placard with the guest's name, flight number and organisation name. After meeting the tourists or client, the travel and tour company representative introduces himself by presenting a bouquet and extending a warm welcome to the tourists. They share their name, Travel Company/Tour Operator's name, and supporting information. One example of welcoming is as follows:

First introductory meeting with tourists and clients on arrival

Namaste/ Hello/Good Morning everyone.

My name is Dinesh. On the behalf of Visit India Tours Pvt. Ltd., I would like to welcome you all to Delhi, the capital of Incredible India. The bus is ready to pick all of us and it would ride to your hotel. The Ashok Hotel, which is at the distance of 13 km (or 8.1 miles) and it will take about fifteen minutes to reach. Right now I'd like to take a minute to familiarise you with the area and give a brief safety precaution. You have to fasten safety belts and remain seated until we reach our destination.

Meeting and Greeting at the Railway Station

The Customer Service Executive in Tourism and Hospitality sector should ensure the given points while offering meet and greet services to the clients at the railway station:

1. Train arrival or departure time and railway platform or bus stop details
2. Railway stations or bus terminus and main exit gate
3. Have the Guest details, i.e. number of persons, class of traveller i.e., business or leisure
4. Ensure for transfer arrangement
5. Ensure for hotel booking
6. Any other special requirement

At the travel agency

Sometimes the tourists or group of tourists visit the travel company's office with the travel company

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representative— CSE, during their tour for any reason such as, to give remaining payment or to meet the company’s owner. Then the tourists must be welcomed and given greetings at the company premises also, this act makes the tourists feel welcomed. To greet clients or tourists, ‘GST Model’ must be followed (Fig.3.3)—

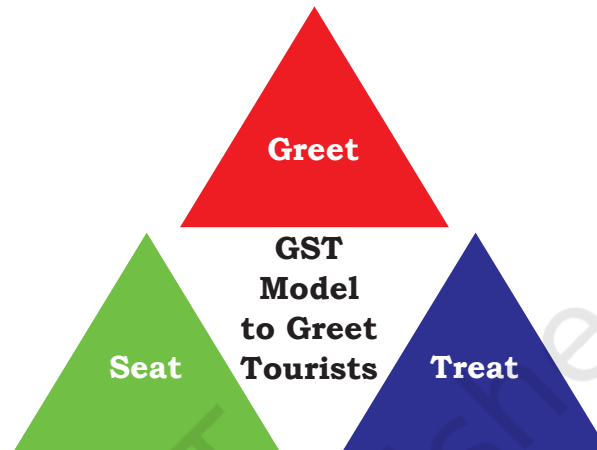


Fig. 3.3 GST Model for greeting customers

Greet— As soon as a guest enters into the office, approach them and greet them with a warm welcome. Follow that greeting with a friendly ‘How are you?’, ‘How is your experience till now with us?’, ‘You are an important client for us and happy to serve you’, etc.

Seat— Offer the guests a seat in the reception area or at a specified guest area.

Treat— Offer the guest with coffee, tea, or water, and if they accept, bring their beverage to them. After greeting, seating, and treating, let the appropriate person or boss know that their client has arrived. Check with the visitor if he or she is waiting for more than a few minutes.

At the hotel premises—during check-in

A front desk officer should offer each and every guest a warm welcome— even if (and especially if) a guest’s jet lag may have given them a short temper. The front desk attendant needs to smile throughout their entire shift, anticipate the needs of guests as they approach the desk and solve all the issues with a calm and understanding demeanour.

SOPs regarding baggage upkeep

At the time of check-in

As soon as the guest's taxi arrives at the door of the hotel, the doorman or gatekeeper should open the door of the taxi and following points should be considered while dealing with the guest and collecting the baggage:

1. You should always help the guest to come out from the taxi.
2. Take out the luggage from the taxi.
3. Tag the luggage as per the policy.
4. Escort the guest.
5. Assure the guest that you are handling the luggage with care so by that time, the guest can complete the check-in formalities.
6. After the room allocation put the room number on the luggage tag.
7. Escort the guest and take the luggage to the allotted room and keep the luggage on the luggage rack and inform the guest for the assurance.
8. If the room is not ready, ask the guest 'May I keep your luggage in the luggage room?', and keep the luggage in the designated area till the guest gets the room.

At the time of check-out

1. Bring baggage from the room.
2. If possible communicate with the guest in the passage area regarding the stay or facilities offered to them.
3. If the guest is going late, keep the baggage in the luggage store room and issue the receipt of baggage to the guest.
4. At the time of actual departure, keep the baggage in the taxi and inform the guest, and see off as per the company policy.

Attending the customers and management of customers

Procedure of greeting the guests while they check-in at the hotel

Procedure 1

Case study of a first time visiting guest on arrival when they approach the reception on their own, the doorman greets the guest.

Standard

Guest reaches the hotel porch. The doorman opens the door with a smile and wishes the guest, 'Good Morning/ Afternoon/Evening, welcome to the _____.'

Procedure 2

Bellboy greets the guest and offers baggage assistance.

Standard

The bellboy wishes guest as per the time of the day and assists them with the baggage. 'Good Morning/ Afternoon/Evening Sir/Madam, allow me to take care of your baggage.'

Procedure 3

Bellboy confirms the count of baggage.

Standard

- Bellboy confirms the number of baggage with the guest.
- Guest approaches the reception.

Procedure 4

Reception greets the guest and offers assistance.

Standard

- Reception Associate wishes the guest, 'Good Morning/Afternoon/Evening, welcome to the _____ Sir/Madam. How may I assist you?'
- Guest: I am checking-in...

Procedure 5

Reception offers seat assistance, makes the guest feel comfortable and request to know their last name.

Standard

- Reception Associate: 'Please make yourself comfortable. May I request you for your last name under which the reservation is being made?'
- Guest: 'I am Deepika Singh.'

Procedure 6

Receptionist takes out the registration card of the guest.

Standard

Receptionist will then take out the registration card of Ms. Singh.

Procedure 7

Guest registration card will have the following details taken at the time of reservation.

Standard

- Guest name
- Guest company name
- Guest arrival and departure date
- Guest room category (booked for)
- Guest room rate
- Guest credit card details
- Guest contact details

Procedure 8

Registration card is printed on arrival if reservation is made on the same day.

Standard

Guest registration card is to be printed on arrival if registration card is not printed earlier, which may happen if the reservation is made on the same day.

Procedure 9

Guest registration formalities

Standard

Receptionist completes the guest registration formalities.

Procedure 10

Programming of guest room key (digital card key)

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Standard

Receptionist will then make the key for Ms. Singh.

Procedure 11

Guest relations to escort the guest to her room.

Standard

Receptionist will introduce Ms. Singh to the guest relations and request her to escort Ms. Singh to the room. 'Ms. Singh, my guest relations Ms. Komal will escort you to your room.'

Procedure 12

Wish the guest a pleasant stay.

Standard

Receptionist wishes the guest a pleasant stay using formal salutation—'Ms. Singh, have a pleasant stay with us'.

Procedure 13

Delivery of guest baggage to the room.

Standard

Receptionist will inform the bellboy about Ms. Singh's room number for baggage delivery.

Procedure 14

On multiple check-ins

Standard

In case of multiple people checking-in, guest relations will request the guest to identify one's baggage and informs the same to the bellboy before proceeding to that person's room.

Meet and Greet Culture, Profession and warm welcoming according to company policy

The Travel and Tourism Company and company's frontline employees' behaviour with the clients or customers have a huge impact on the employees down the line. Here are some tips to ensure that the Travel and Tourism Company and its representatives greet the tourists and customers in a way that makes them



feel satisfied and served by their hospitable conduct from the very first meeting at the arrival of the guest at the airport:

Show that you recognise them

In hospitality industry, if you call your customer by name or try to recognise them, they feel happier. You can have a conversation with the customer about their previous stay and can also say 'It is a pleasure to have you with us again'. If they are a repeat customer, always greet them in a positive and humble way. This customer greeting and recognition helps in making profitable repeat business.

Ask if they have visited before

Generally because of the politeness of the staff and service attitude, customers come back to the particular organisation, such customers are one of the key factors for profitable repeat business. If an organisation has such a guest, instead of saying 'May I help you', it will be better to say 'Hello/Good Morning Sir, have you been here before?'. This sentence gives the message that you recognise them. It is one of the ways to collect the feedback about their previous stay.

To make familiarity with the customer

While receiving a domestic or foreign tourist, the CSE may start communication with the guest about their journey being comfortable or he can talk about the climate so the customer can have an idea about the local climatic conditions.

Always compliment appropriately

Hospitality professional or Meet or Greet Officers must always keep in mind to compliment the guest appropriately, whether they are dealing with the guest personally or on telephone.

Use a conversation piece

Whenever entering the city or hospitality property, the professional may take the advantage to talk about the

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best facility or features their property is having or they can communicate about their uniqueness or guest dealing policies.

Timing is everything

During the communication whatever information is provided to the customer, it should be accurate. Greetings by the hospitality staff during arrival makes the customer feel that people care for him.

After meeting the customers

It is the best way to deal with the customer whenever meeting at the airport or any terminal, ask about his future journey and convey that it is the duty of the hospitality staff to make his stay comfortable because sometimes the customer is unaware about the destination condition and facilities available at the destination.

Fortunately, if you possess the knowledge of the local area and climate, always communicate it to the customer in the best professional manner.

After receiving the customer, escort the guest for their stay as per the itinerary. During communication and escorting, you can build your company business and have repeat business too.

Let's discuss about some points on how to welcome a visitor or tourist after greeting them. When you are meeting a visitor of another country at your country's airport, apart from the welcome, you shall talk about the following topics to make them feel comfortable and display your hospitable conduct:

- Comfortable flight
- If they have visited this country before?
- Giving special offers to serve their hunger, thirst, like tea or coffee, etc.
- The weather of the country and the weather where they came from.
- A brief knowledge of your city and country from tourism point of view.
- What's going to happen in the next few hours of tours or so?



- Destinations and interesting facts in the visitors' country that you know can also be shared for conversation.

At the airport

The following information should be collected prior to the arrival of the clients or tourists:

- Airport whether domestic or international
- Terminals of arrival
- Name and flight number of the guests
- Flight timing and origin point of the client, etc.

Greeting customers effectively

It is important to make a good impression while greeting a customer for the first time. The way you approach a customer leaves a lasting impression on them and decides your future relationship with them.

Here are some tips to give you the advantage when greeting customers initially:

Have a positive attitude

Keep your conversation light-hearted, yet professional. Maintaining positive attitude while conducting business is an effective way to begin a business relationship.

Placards

Placards help the company representative to receive clients with their company names, group names and flights written on it to be displayed on the airport while the tourists or guests arrive. It also helps to identify unknown or first-time clients, especially the foreign clients.

Welcome notes

Welcome notes and printed greetings for the special clients to make the image of a company.

Gifts or bouquets

Nothing speaks better than a bouquet of fresh dazzling flowers. This helps you to arrange something special for that special client.

Greet with their name

Greet them using their names with polite words, and make sure you continue using it throughout the conversation. Don't overdo it, but using their name puts them at ease and helps them feel like you care about them personally and professionally.

Keep good notes

Keep it personal and professional. Ask a few personal questions as 'icebreakers', and then move into professional mode. Make sure you maintain your light-hearted attitude while getting down to business. Keep good notes of your conversation so that when you are finished with your meeting, you will have a good record of what was discussed.

Keep focus on the customer

If you are meeting your customer for the first time, keep your focus on your customer and their needs. Keep any conversation surrounding you to a minimum, and enable the customer to talk about themselves. Most people like to hear themselves talk, so training yourself to be an excellent listener will make the difference in building an effective business relationship with your customer.

Ask specifically how you can help them

Once you have a good idea of what they need, ask how they want you to help them. Be specific about the products and services your company provides, and ask them which ones they believe would most effectively meet their needs.

Keep smiling

This helps keep things friendly and upbeat through the course of the business conversation.

Shake hands firmly

Make sure the handshake is firm. A firm handshake exudes confidence in yourself, your company, and in your ability to transact business effectively. A limp handshake would perhaps give an impression of disinterest and low confidence. A firm handshake would

In times of contagious pandemic (like Covid 19), avoid the practice of shaking hands and adopt a hygienic (contactless) way of greeting the clients, like folding hands in a gesture of Indian *Namaste*.



be to grip the individual's hand strongly for a moment and let it go.

Make steady eye contact

Along with a firm handshake, steady eye contact is very important in making an excellent first impression. Throughout the conversation, make sure you look at your client in the eyes as much as possible without seeming overbearing. This will help you to appear confident and will develop trust within your client as you continue working with them.

Have important documents ready for the customers

Before you ever walk into meet and greet of a client on arrival at the airport, all the customer's documents such as their hotel vouchers, tour itinerary, any other travel documents as required and informed earlier by the tourists, must be prepared and carried with you and also an advance copy for the customers should be handed over to them.

This will also help to build you up in the eyes of your customer and ensure you are one step ahead of your competitors. Regardless of the situation in which you find yourself, using all or some of these key tips will help you to build strong relationships quickly as you seek out new business.

Importance of clear and concise communication with customers

Speaking clearly and effectively with your customers is an extremely important skill. A Meet and Greet Officer needs to handle customer queries, and explain information, procedures, policies of the company, and other aspects of the company to the customers.

Clear and concise communication with customers gives positive impression of the company as well as the professional. Customer Service Executive should speak clearly and not mumble. They must articulate the points clearly.

Speaking clearly to the customers enables the customer to have a clear understanding about the hotel's or company's policies and the issue that is being addressed to them. It ensures a zero-error working.

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This sort of understanding will help in maintaining a long lasting relationship with the customer.

Anticipating the guest needs

Every customer requires some kind of help and they will always have an expectation from the relation officer like Customer Service Executive to provide the help. Anticipation refers to identifying the probable expectation of the guest in a situation. Anticipation of guests' needs allows providing a remarkable customer experience.

Following points are to be kept in mind while anticipating the guest needs

1. Anticipate their desires and help the customers in achieving it.
2. Help them avoid potential dissatisfaction or errors.
3. Interject between the customer and the problem before it happens.

Advantages of anticipating the guest needs

1. It prevents problems before they occur.
2. This reduces customer service demand later.
3. Let customers know that you are actually thinking about them.

Importance of meet and greet service (arrival, departure and transit or transfer)

Tourism and Hospitality Business organisation like hotels, Tourism offices, museums, etc., provides assistance such as, airport pick up and drop service requirements to the customers on requests. Sometimes they are on chargeable basis and sometimes, it is provided for free.

A Customer Service Executive takes care of the pick and drop facilities from the airport or railway station or hotels. The services are provided round the clock. Many times, services like private taxis, government taxis, and bus, auto rickshaw or private transport facilities are also arranged.



Meet and Greet Services facilitate the guest in fast-track clearance through arrivals or departures, helping with immigration, customs, transfers, baggage and ensure a swift, smooth and safe passage through the airport. Hotels even have their own lounges, reserved exclusively for their tourists or customers.

Meet and greet service provided on guest Arrival and Departure at Airport

Arrival and departure

On arrival, all the passengers are requested to move towards immigration check that is meant for all the passengers, Indians or foreigners, both at the time of arrival and departure. The passports are duly stamped at the time of arrival as well as departure. Passengers should ensure that their passports are duly stamped before leaving the immigration counter. Only the foreigners coming to India are required to fill-up D (Disembarkation) Card. Passengers are required to present valid travel documents, i.e. passport and visa (if applicable) before proceeding for immigration clearance. Thus, the following services are provided on arrival or departure:

- A warm welcome and escort on arrival at the airport.
- Assist during immigration, passport control and customs clearance.
- Assist with baggage collection.
- Escort passengers to the receiving party in the arrival area.

In tourism terminology, transfer means shifting the tourist or tour group from the point of arrival (i.e. airport, railway station, or any other place) to the hotel and back from hotel to the point of departure. Excursion tour includes— (i) pick up at the airport, railway station or any other point as fixed by the travel agent with the tourist group, (ii) transfer from that point to the hotel, (iii) visit to various places of tourism importance, and (iv) dropping at the airport, railway station or any other point. Tour execution involves many services, like

NOTES

booking of a tour package, transfers, visit to tourist place, etc.

A transfer is the first interaction between tourists and travel agency staff or the Meet and Greet Officer. A representative or tour guide meets the group at the point of arrival with a placard in his hand.

The person responsible for transfers must have a list of the names and telephone number of the tourists.

Transport used for transfer

In tourism many transport facilities are used, it is also known as tourist transport. Tourist transport is comfortable, suitable for long journey, having facilities like— microphone, speaker, pushback seats, and space to put or hold water bottles, medical kit or first aid box, separate seat for tour guide. Modern bus coaches have washrooms in the coach itself.

Practical Exercise

Activity 1

Demonstrate the procedure of providing meet and greet services to a customer, guest or tourist.

Material Required

Writing material

Procedure

- Divide the students equally into groups.
- Instruct them to go through the procedure of meet and greet services given to a customer, guest or tourist.
- Allow one group to demonstrate the procedure.
- Other groups will observe the mistake or a step omitted.
- After completion of the demonstration, other groups will point out the mistakes and show the correct way of doing it.
- Allow students to note down the mistakes done and suggest possible correction.

Activity 2

Demonstrate the way of greeting the customers when they arrive for the first time at the hotel.

Material Required

Writing material



Procedure

- Dress-up like a professional and visit a star category hotel nearby your area.
- Discuss with the front office manager and ask about the procedure of greeting the tourists or guests who arrive first time in the hotel.
- List all the procedures and protocols in your notebook.
- Write a briefing note of your visit in the project file.

Check your progress**A. Multiple Choice Questions**

1. The _____ is a tourism professional of a hotel or a travel company who makes the first impression of its company's image in front of the tourists by his hospitable conduct and extending warm welcome.
 - (a) concierge
 - (b) bellboy
 - (c) doorman
 - (d) Customer Service Executive (Meet and Greet)
2. The Customer Service Executive of a tourism company performs:
 - (a) airport pick-up and dropping the tourists.
 - (b) follow the tourists' itinerary.
 - (c) follow up the bookings being done earlier for tourists.
 - (d) all the above tasks.
3. _____ allows to provide a remarkable customer experience.
 - (a) Anticipation of guests
 - (b) Forecasting of guests
 - (c) Receiving the guests
 - (d) Communication with guests
4. One of the best ways of greeting is, _____.
 - (a) "Hi, have you been here before?"
 - (b) "How may I help you?"
 - (c) "How are you?"
 - (d) "This way please"

B. Subjective Questions

1. Define 'Meet and Greet Services' in tourism and hospitality.
2. Explain the greeting formalities at the time of check-in to the hotels.
3. Discuss the process of greeting the customers effectively. Write the steps that need to be followed for effectively greeting the customers.
4. Describe the meet and greet processes followed at the railway station.

SESSION 2: COMMUNICATION WITH COLLEAGUES AND CUSTOMERS

Importance of communication

1. It helps in planning and decision making.
2. It helps in bringing about coordination.
3. It helps in delegation and decentralisation of authority.
4. It helps in developing managerial skills.
5. It helps in improving employee morale.

Importance of effective communication in industry

No Tourism and Hospitality Organisation can perform well without having effective communication. Effective communication is the result of having good internal as well as external communication.

Internal communication

This type of communication takes place between different departmental staff. This involves exchange of information within the organisation.

It is of three types:

Formal communication

This type of communication involves the transmission of official messages or information within or outside the organisation.

Vertical communication

This type of communication takes place from supervisor to subordinate and vice versa.

Vertical communication is of two types:

- (a) Downward communication: Information flows from top to lower level. This involves passing of instructions to subordinates to do the work.
- (b) Upward communication: Information flow from lower levels to the higher levels. Usually it is carried out in the form of performance reports, suggestions, reviews, input, feedback, etc.

Informal communication

This type of communication is based on informal relations. Under it, some information is passed through many individuals and covers a long distance, making its origin obscure.

External communication

This communication is done between the organisation and external sources and officers. This may be government agencies and department licensing authorities and other private and government working bodies.

Communication can travel in two directions

One-way communication takes place in a straight line from sender to the receiver and serves to inform, persuade or command.

SENDER \longrightarrow MESSAGE \longrightarrow RECEIVER

Two-way communication always includes feedback from the receiver to the sender and lets the sender know that the message has been received accurately. The two-way communication direction or process is shown in Fig.3.5.

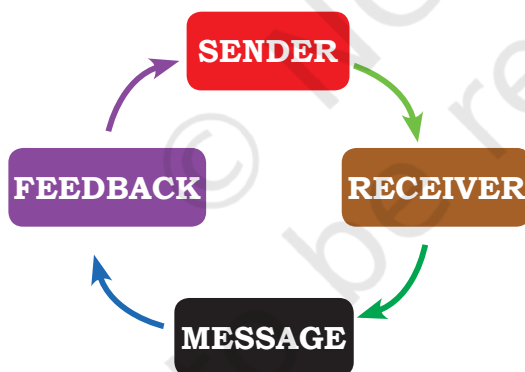


Fig. 3.4 Two-way communication

Importance of gender in communication

Communication may be affected by gender also, as men and women often think about things differently. Many times when a female and male communicate, certain traditions are followed, such as lack of eye contact and shaking hands, thus affecting perception and communication.

Body language—an element of communication skills

People can communicate different types of information at different levels of understanding. The communication process consists of more than the spoken or written language. Information is also conveyed effectively through body language.

Body language is another means of communication. Sometimes it can send signals stronger than words. Body language is controlled by your subconscious mind, so a reader can actually understand if there's a difference in what you are saying and thinking. In order to ensure that your words and body language complement each other, you need to practice regularly and develop a habit of it.

Body language plays an essential role in communicating with people. Body language comprises of the gestures and movements we make by the different parts of our body while communicating with people. Certainly, the body language must be in sync with the words.

Points to remember:

- Never be clumsy or stiff while making movements.
- Avoid body language that may be misunderstood or look unprofessional, e.g. winking.
- A consistent eye contact is a positive sign and must be used.
- Avoid fiddling with things around. It may distract the attention.
- Each body part movement signifies something and helps in interpreting. E.g. Standing with hands on hips signifies aggression, nodding signifies agreement and active listening, and biting nails signifies nervousness.

Why body language?

- Body language can instantly help to evaluate the interests of people.
- It is a personal way of expressing emotions when words don't help.

- It can make the process of communication interesting and non-monotonous.

Gestures

There are various gestures that one should avoid while talking to the guests. There are a few gestures that can make you sound more positive and communicate your agreement or disagreement without speaking. Some of the positive and negative body gestures are suggested below.

Positive body gestures

Positive body gestures are a sign of confidence and security. They are a sign of active participation and leave a good impression. Positive gestures include:

- Walking upright
- Shaking hands confidently
- Having a pleasant demeanour
- Nodding head
- A steady eye contact

Negative body gestures

Negative gestures are a sign of insecurity and restlessness. Such gestures show a lack of confidence. Such gestures should be avoided in interviews or meetings.

- Being stiff or sloppy while standing
- Biting nails
- Getting distracted
- Faking a smile
- Looking at something else, while talking, instead of the speaker

Dressing

Dressing is an important aspect for maintaining self grooming at the workplace. Pleasant looking staff plays an important role in maintaining the image of any organisation. So, every organisation sets a standard for its dress code.

Following points are to be kept in mind by all genders while dressing

Men

- Dress in a professionally appropriate manner.
- Wear a formal suit or a specified traditional outfit.
- The dress should be comfortable and fit well.
- Avoid loud and flashy coloured ties or scarves.
- Clothing should be neat, clean, and ironed.
- Make-up and nail polish should compliment the dress.
- Shades neutral to the skin tone are best suited.
- Jewellery and hair accessories kept to the minimum are best and non-interfering in work.
- Make sure your breath smells fresh.
- Make sure your teeth are clean.
- Smoking and smoke-smelling breath should be avoided while interacting with a client.
- The hair are neat, clean, and as per the standards set by the organisation.
- Low-heeled shoes would be comfortable in meeting with all the tasks assigned.
- A fresh look in the morning after a bath is welcoming. Avoid using a perfume.

Customer expectation and satisfaction

Hospitality and customer services are linked to customer satisfaction because this industry is related to product, services and customer satisfaction. Now, customers' requirements can be both tangible and intangible but satisfying all of them and hence meeting their requirements is called customer satisfaction.

Product or service features

Exact products or service features, customer emotions, attributions for service achievement, perception of impartiality or fairness and price are some factors which influence customer satisfaction.

Customers' expectations

The customers' expectations can be known only by keeping yourself in the customers' shoes. Following are the important expectations that a customer would want in a sales or hotel organisation:

1. Attention towards the customer
2. Good and competent service
3. Loyal to the customers
4. Show essential courtesy

What is Soft Skills?

Soft skills are character traits and interpersonal skills that enable someone to interact effectively and harmoniously with other people. Soft skills are more difficult to quantify or teach. (Fig. 3.5)



Fig. 3.5 Soft Skills

In Tourism and Travel Industry, soft skills play an important role as this is a service industry. Attainment of soft skills can help in gaining the client's confidence. Staff equipped with soft skills makes the customers happy.

Soft skills are about effective interactions and empathy towards the guests. They are an essential part of procuring and retaining the customers. Highly developed presentation skills, networking abilities, and etiquette awareness help in winning customers.

Soft Skills during Communication with Customers

Patience

This is a skill that helps in dealing with any situation or difficult customers. The executive needs to maintain a calm demeanour, remain calm and attentive while dealing with the clients and think clearly, which would be reflected in their actions.

Work Ethic

The Customer Service Executive needs to be professional in their behaviour. They should start their shift on time and always behave courteously with their colleagues. They should be able to handle work and perform their daily tasks as per their schedule in an organised manner.

Communication Skills

Customer Service Executive must have good command over language skills especially in the case of second language being used at a work place. They should possess good listening skills as well.

Self-awareness

Meet and Greet officer should be self-aware of how to deal with the situations of anger, embarrassment, frustration, and inspiration.

Flexibility

Customer Service Executive should be flexible to work in any difficult situation. They should be multi-tasker in every operational work in an organisation.

Managing Stress management

Customer Service Executive should be able to stay healthy, calm, and balanced in any challenging situation. They should know how to reduce their stress levels, increase their productivity, and prepare themselves for new challenges.

Teamwork skills

Being able to work effectively with anyone with different skills, personalities, work styles, or motivation levels to achieve a better team result.



Negotiation Skills

Being able to understand the other person's expectation and requirements, offer a solution accordingly and reach a win-win situation which satisfies both sides, and maintains relationships for future interactions.

Conflict resolution and Skills in dealing with difficult or unexpected situations

Being able to stay calm and still is effective while facing an unexpected or difficult situation. This includes being able to think on your own and articulate thoughts in an organised manner even when you are not prepared for the discussion or face the situation you are in.

Importance of body language and gestures in customer communication

The body language or body gestures, to a large extent, portray the quality of communication. Body language has different meanings in different cultures. Interpretation of body language depends on the culture, situation and relationship with the person as well as the gender of the person. This means that it is not necessary that a particular body language or gesture would have the same meaning always.

Body language is mainly an expression of feeling. For example, if we dislike someone, it is often not possible or desirable to say that directly to the person. However, we can express it through body language. Thus body language can express willingness, confidence and convincing ability.

Eye Contact

Direct eye contact indicates focused interest, attentiveness and readiness to engage in communication.

Facial Expressions

There is a need to reflect a natural smile on the face while dealing with the customer. Being attentive while talking to the customer will lead to an understanding of the client's needs, whereas negative expressions may lead to a conflict.

Posture

Maintain easy and relaxed posture instead of appearing fatigued in front of the customers.

Hand Gestures

Closed arms represent a communication barrier. It can also indicate mild boredom and lack of interest. Arms behind the neck show waiting for the response.

Voice

The manner in which we use our voice not only helps us to develop our personality but also improve our customer relations. Here are some hints on how to use our voice effectively.

- (a) **Volume**— Just loud enough for the customer to hear and not too loud for everyone else nearby to hear. It should not be too soft for the customers to strain themselves.
- (b) **Pace**— Toned to speak at the speed at which the customers can hear and understand what is being conveyed. If it is fast, they might have difficulty trying to catch up; if it is slow, it could get monotonous or even boring.
- (c) **Pitch**— As per the situation, change the pitch and tone of your voice. In this way we will command customer's attention.

Personal appearance and dressing

A uniform is often viewed as projecting a positive image of an organisation. Maintaining personal hygiene is also an important aspect of personal appearance and dressing. An appearance is a bunch of attributes related with the service person, like their shoes, clothes, tie, jewellery, hairstyle, make-up, watch, cosmetics, perfume, etc. It is related with putting first impression on the onlookers.

Promptness in customer service and role in repeat business

In the tourism and hospitality industry, the success or failure of the business and destinations depends

on its service. Customer Service and expectation is influenced by improving quality standards and providing prompt services. Promises of services done to the customer should be delivered on time. Delay and cancellations of services cause dissatisfaction amongst customers. The CSE must always keep information ready for the guests.

In case of guest complaints and problems, show empathy and make them realise that you understand and will try to resolve all the problems. Attend to the guest and reply positively. Do not make the customer wait for long since this gives a bad impression about the quality of services.

Dealing with the customer with a prompt attitude results in:

1. meeting the customer's expectations satisfactorily;
2. word of mouth publicity of the services offered or recommendations;
3. repeat business; and
4. improved customer relations.

Record keeping of customer related documents

The travel organisations are also needed to maintain customers' records mentioning complete particulars regarding names and addresses of the tourists, the fare collected from each group of travellers, the particulars of journey and the contract, if any, signed for the journey.

Good record keeping can help the organisations to protect their business, measure their performance and maximise profits. Records are the source documents, both physical and electronic, that specify transaction dates and amounts, legal agreements, and private customer and business details even for the smallest tourism enterprise, such as a shop in the airport selling postcards. Good recordkeeping helps the owner or the manager of any tourism enterprise make the right decision.

A travel company needs to develop the procedures or systems to keep the record of clients annually. A few information containing documents maintained in

Tourism Business are depicted in Table 3.1. Developing a system to log, store and dispose of records can benefit the travel business by allowing them to:

- plan and work more efficiently.
- meet legal and tax requirements, such as licensing authority, which issues the license to the company and monthly return showing particulars of contracts, e.g. state or national tourism authorities of governments.
- measure profit and performance.
- generate meaningful reports.
- protect the rights of the business owner.
- manage potential risks.

Table 3.1 Types of information found in documents in a tourism business

Types of Information found in documents	Documents
Financial Records (income and expenditure)	Invoice, receipts
Marketing material	Brochures, pamphlets
Details of planned transactions	Agreements
Correspondence with clients and other businesses	Letters, faxes
Information about staff	Contracts, personal files

Records of clients' details

Every tourism business should keep records of their clients' or customers' details. It can make a big difference as to how successful a business is, and can save a lot of time and trouble. If hotels and other places of accommodation do not keep a record of their clients' details, they may encounter problems.

The person making the booking books the rooms but may forget to keep a record of the family's details such as their name, address and contact details (telephone numbers and email address). Another important reason for keeping records of client details is for marketing. If clients booked services and get satisfied, they may want to book with your business again in future.

Filing systems

In tourism business, one of the most important systems of maintaining clients' record is the filing system. The

given figure shows the cycle of records. It shows how the information is stored and can be retrieved as and when required.



Fig. 3.6 Customers' record cycle

A filing system is the way the records are arranged using classification and coding, that makes it convenient to locate and retrieve the records.

There are two types of filing systems:

1. Paper filing, usually consists of records and documents in a ringbinder or an arch file, box file or flip file. These files are given codes and labels and are stored in shelves, often in alphabetical order.
2. Electronic filing refers to filing on the computer digitally. These are stored in electronic folders in an alphabetical system or a numerical system as database.

Most travel agencies and other tourism businesses keep a database on their clients. This database contains information concerning the:

- client's name, address and telephone numbers and email.
- client's country of origin, services they used such as booked hotels, tours or restaurants.
- client's likes and dislikes, for example smoker or non-smokers, loves local bears, does not eat porks, etc.
- duration of stay and services, it is best to keep their complete tour itinerary.
- payments and mode of payments details, e.g. cash or credit, etc.

Confidential Records

The documents of a client in any business including tourism and travel, are to be kept secured and confidential, because these can be misused. The details of some of the company records are given here:

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(a) Basic records

Cash book or Financial accounting programme that records cash receipts and cash payments.

- Bank accounts— cheque books, deposit books and bank statements
- Employment records— hours of work, overtime, remuneration or other benefits, leave, superannuation benefits, termination of employment, type of employment, personal details of workers, employee personal contact number and employment details.
- Occupational training records for both—the employer and employees, to comply with work, health and safety laws including evacuation and emergency training attendance.
- Sales records— invoice books, receipt books, cash register tapes, credit card documentation, credit notes for goods returned and a record of goods used by the business owner personally.
- Proof of purchases— Cheque counterfoils (larger purchases), petty cash system (smaller cash purchases), receipts, credit card statements, invoices, any other documents relating to purchases including the copy of agreements or leases.

(b) End of financial year records

This is maintained to meet legal requirements, maximise tax return or minimise tax bill at the end of the financial year, it requires the following records:

- Details of stock on hand at the beginning and end of the financial year.
- A list of debtors and creditors for the entire financial year.
- Capital gains details, records of asset purchase— dates and agreements, records of sale, disposal and proceeds, received details of commissions paid or legal expenses, improvements made to an asset and any other records relevant to how you calculate your capital gain or capital loss.
- Depreciation details, original purchase agreements or tax invoices, a depreciation schedule, the cost

of transporting the items to your business (if applicable), and installation costs (if applicable).

- Expense records cheque butts, receipts, cash register tapes, copies of statements and invoices, credit card documentation, details of payment by cash and log books.
- Staff and wages details, full details of wages, employment contracts, tax deducted, fringe benefits, superannuation, sick pay, and holiday pay.
- Basic accounting records such as stock records, accounts receivable, accounts payable, and other records.
- Agreements sales and purchase contracts, loan agreements, rental agreements, lease agreements, franchise agreements, sale and lease back agreements, trading agreements with suppliers, and legal documentation
- Other documents like deposits with utilities, contracts with telephone companies, your business name, registration certificate, and capital gains records.

(c) Best practices and record keeping

Depending on any industry like travel and tourism, keeping the following records may be a legal requirement, but it is best practice to keep them for 5–7 years:

- Employee accreditation certificates and licences—copies of permits, registrations and licences that the employees need to do their jobs
- Employees' resume and job applications
- Performance reviews, including assessments of staff performance and agreements between you and your employees, position statements and job advertisements
- Customers and tourists— personal details, products purchased and product enquiries that are useful for finding new customers
- Customer complaints— details of complaints about products, service, staff or anything else, and steps taken to resolve them

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- Details of any disputes with other businesses—including how you went about resolving the disputes
- Quotes given and won— specifics of jobs and time spent on them to help with future quoting
- Details of advertising campaigns and success—to make it easier to repeat advertisements and plan future advertising campaigns
- Insurance policies— regularly review and update your business insurance, especially when your business grows or changes

Customer Relationship Management (CRM)

Every organisation needs to perform effective customer management for maintaining, understanding, communicating, delivering and developing the existing customer relationships.

Customer management comprises of processes and policies that are geared to acquire, retain and provide service to the customers. Good customer management increases the customer satisfaction and loyalty. Good CRM includes individualised service to the customer based on information and past experience, if any, with the customer.

Benefits of customer relationship management

1. Increase reliability

Good CRM practices ensure that customers get the delivery of services as per the promises made by the company. This increases the reliability and perceptions of the service. Customers would always like to use repetitive services from those organisations which keep their promises and core service attributes.

2. Increase responsiveness in service

Following the CRM practices enables the employee of an organisation to achieve 'always help the guest' attitude towards customers. This also indicates that the organisation is attentive and prompt in dealing with the customers' questions, complaints and problems.



3. Give assurance to the customer

CRM helps in inspiring trust and confidence among the customers. The employees' knowledge and courtesy inspires trust and confidence in the customer and generates an assurance towards the ability of the firm and its employees.

4. Win customer empathy

Good CRM practices help in treating customers as individuals. Empathy is the caring, individualised attention and customised service that the firm provides to its customers. The essence of empathy is providing personalised or customised service to make customers feel that they are unique, special and that their needs are understood.

Points to be followed for CRM

Listen to your customers

A CSE should listen to the customer attentively. This is an easy way to maintain customer relationships. This makes it easy to connect to the customers. Social media like social apps and email platform provides facilities to reach the customers easily.

Be genuine to your customers

A Customer Service Executive should fulfil the promises made to the customers, so that the customer feels the sincerity of the service. Always respond to the mail received by the customers for any queries as soon as possible with accurate information. This makes the customers go a long way when it comes to reliability.

Take customer feedbacks

If the customer has any problems or issues, then provide ample support to your customers, they will, in turn, reward you with loyalty and valuable feedback. This will help maintain customer relationships, and establish the firm as the one in which meeting the customer's needs is a top priority.

Keep in touch with the customers

A Customer Service Executive must always keep in mind that it is important to be in touch with the customer

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with various channels of communication. Just like maintaining friendships, you need to keep in touch in order to maintain customer relationships. Provide holidays cards, birthday greeting tweets or by email.

Practical Exercise

Activity 1

Perform a role play activity for using soft skills during communication with customers.

Material Required

Writing material

Procedure

- Divide the students equally into groups of four to five members.
- Instruct them to go through the soft skills during communication with customers
- Allow one group to demonstrate the skills.
- Other group will observe the demonstration and note down the mistakes made.
- After the completion of demonstration, other groups will point out the mistakes and show the correct way of doing it.
- Allow students to note down the mistakes done and possible modifications.

Activity 2

Visit any hotel or hospitality organisation and discuss with the Front Office Manager about the body language aspects to be followed while attending a guest and anticipating the customer needs. On the basis of the discussed points, prepare a report on the role of body language in the Front Office Department of the organisation.

Material Required

Writing material

Procedure

- Dress-up like a professional CSE and visit a star category hotel near your area.
- Discuss with the Front Office Manager, the role of body language while attending the guest and anticipating the customer needs.
- Note down all the points and prepare a report mentioning various body language aspects used in a hotel.
- Discuss the report in the class.



Check Your Progress

A. Multiple Choice Questions

- _____ of Customer Service Executive should be flexible to work in any difficult situation.
 - Soft Skills
 - Technical Skills
 - Professional skills
 - Personal Skills
- A _____ is often viewed as projecting a positive image of an organisation.
 - uniform
 - brand name
 - logo of the company
 - All the above.
- _____ cause dissatisfaction amongst the customers.
 - Delay and cancellations of services
 - Timely services
 - Personal services
 - All of the above
- _____ expresses staff willingness and confidence, and communication expresses your ability to convince.
 - Body Language
 - Soft Skills
 - Technical Skills
 - All of the above

B. Subjective Questions

- Describe the importance of soft skills during communicating with the customers.
- Write the importance of body language and gestures in customer communication.
- Explain the benefits of keeping promptness in customer service and a role in repeat business.
- What are the various customer related documents maintained by the Customer Service Executive?
- Explain in brief the importance of Customer Relationship Management.

SESSION 3: SIGNIFICANCE OF TOURISM INDUSTRY IN ECONOMIC DEVELOPMENT

Current Scenario of Tourism Industry in India

India, being a vast and diverse country, has a lot to offer to the visitors. Its glorious tradition and rich cultural heritage are linked with the development of tourism.

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Its magnificent monuments attract large number of visitors from all over the world. Tourism is the largest service industry in India, with a contribution of 5.68 per cent of the National GDP and 8.78 per cent of the total employment in India. India witnesses more than 13.72 million annual foreign tourist arrivals and 650 million domestic tourist visits. The tourism industry in India generated about US\$ 100 billion in 2008 and is expected to increase up to US\$ 275.5 billion 2018 at a 9.4 per cent annual growth rate.

Foreign tourists perhaps spend more in India than almost any other big country worldwide. Tourist arrivals are projected to increase by over 22 per cent per year through till 2010. Ministry of Tourism (MoT) has also played an important role in the development of the industry, initiating advertising campaigns such as the 'Incredible India' campaign, which promoted India's culture and tourist attractions in a fresh and memorable way.

This campaign helped create a colourful image of India in the minds of tourists all over the world and directly led to an increase in interest among tourists. Tourism in India has created jobs both directly and indirectly in a variety of related sectors.

Almost 20 million people are now working in India's tourism industry.

Initiatives to Boost Tourism

Government of India has taken several initiatives to promote tourism; such as grant to export houses, rebate in income tax, interest subsidy and import duty reduction. Hotel and Tourism industry has been declared as high priority industry for foreign investment. This priority entails automatic approval of 51 per cent investment of foreign equity, even allowing 100 per cent NRI investment.

To promote and strengthen the tourism activity in India, Government of India celebrated Tourism Day in 1998 for the first time in India. To provide awareness about tourism activity and boost tourism, the year 1999 was celebrated as 'Explore India Millennium Year'. In this year, the Ministry of Tourism presented

a great tableau of tourist activity in the Republic Day Parade. Ministry of Tourism also organises various tourism fair and festivals in different States and cities like dance festivals in Khajuraho and Konnar, and art and craft fair in Surajkund. Apart from this, Ministry of Tourism launched the year 2009 as 'Visit India Year' in International Tourism Exchange in Berlin, Germany.

Future Prospects

India's travel and tourism sector ranks seventh in the world in terms of its total contribution to the country's GDP, according to an April 2017 report of the World Travel and Tourism Council (WTTC). According to this, the travel and tourism sector generated ₹ 14.1 trillion (USD 208.9 billion) in 2016, which is the world's seventh largest in terms of absolute size; the sum is equivalent to 9.6 per cent of India's GDP. Additionally, the sector created 40.3 million jobs in 2016, by which India ranks second in the world in terms of the total employment generated. The sector accounts for 9.3 per cent of the country's total jobs. India's Travel and Tourism sector was also the fastest growing amongst the G20 countries, growing by 8.5 per cent in 2016. WTTC asserted that India's figures are predominantly generated by domestic travel, which accounts for 88 per cent of the sector's contribution.

In 2019, for the first time in the history of India's travel and tourism sector, India was named the host country for the official celebration of the World Tourism Day on 27 September, themed, 'Tourism and Jobs: A Better Future for All'. The honour was well-timed as the sector's contribution to the country's economy was given recognition. Benefiting the larger ecosystem with its direct and indirect advantages, the sector today enjoys the status of being one of the key generators of employment in the country. In 2017-18, over 81.1 million Indians, accounting to 12.38 per cent of the total workforce, were employed by the sector, and this number is expected to grow manifold in the coming years.

As tourism diversifies, it has opened new avenues for employment for the skilled, semi-skilled and unskilled talent across the length and breadth of the country.

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To unleash the potential of the sector as a 'job creator', then there is a need to focus on creating a talent pool that meets the requirements of 40 million new jobs that will be created in the next five years (PHD Chamber Report, March 2019).

Constraints

In India, major constraints in promotion and sustainability of tourism is low availability of airlines and air seats, poor tourism infrastructure, difficult accessibility to tourism destinations, scarcity of trained manpower and skilled staff, conditions of roads and quality of road transport, etc. Other factors which inhibit the growth of tourism activity in India includes poor hygienic conditions, and illiteracy of transport workers. Due to this, tourists are having poor or bad experience.

Significance of Travel and Tourism Industry

Tourism in India and the world is growing at a very high rate, generating foreign exchange and producing direct and indirect jobs. These activities promote economic and social contribution of countries. Economic tourism is another sector helping India in preserving and sustaining the Rural Tourism and Natural Tourism in India.

Economic Significance

Government of India plans the tourism activities in such a way that minimise destruction and more saving and sustenance of environment and culture, providing support to sale and sustenance of the culture of local area and habitat.

It makes a significant contribution to the economies of different nations of the world in various ways.

Creates Employment

The biggest contribution that the industry makes to the economy of a country is creating a host of new jobs. Direct job opportunities are available as tour guides, tour planners and operators, travel consultants and in hotels, restaurants and resorts. As Hospitality and Tourism industry grows, so do these jobs. Jobs are also



created in several related industries such as the cruise industry, airlines, event management, amusement parks, etc.

Boosts Other Local Industries

Indirect jobs are created in several production and service areas like agriculture, food production sector, retail, restaurants, transportation, telecommunication services and several repair services like vehicle repair, mobile repair, etc. Indirect jobs are also created for government sectors like PWD, Nagar Nigam, etc., by way of enhanced requirement of well-maintained roads, bridges, flyovers, guest houses, etc.

Generates Income

Hospitality and Tourism sector generates income in a variety of ways. The Government earns revenue from the industry. The tourists put in a lot of money in their travel plans these days. Tour businesses and individuals involved in the sector also earn a lot. They, in turn, put the money back for further growth of the industry. Besides, income is also generated through the use of various services like hotels, restaurants, monuments and other places of tourist interest. These facilities are improved and better maintained to attract more tourists. So the benefit is all round. Money is spent by tourists on many other human needs while visiting a new place. They spend on medicines, clothes, food, transportation, entertainment and also on souvenirs. This supports global trade.

Foreign Exchange Earnings

This is the most important contribution made by the industry to the economy of a country. All touring expenditure incurred by foreign tourists is a source of foreign exchange earnings. Many countries of the world have made it mandatory for the tourists from abroad to carry a certain amount of foreign currency for the entire length of their stay. So, foreign tourists are the best means of bringing in foreign currency to the host nation. In 2015, Foreign Exchange Earnings for India from the industry were 16.94 billion dollars. This was 1 per cent more than the previous year.

Foreign Direct Investment

As Hospitality and Tourism industry is strengthened by the Government of the country, investments in the sector from outsiders also rise. Foreign direct investment is found more in economies which are open and have excellent growth prospects. India is witnessing a period of growth in FDI with many global hotel groups establishing business in the country. This sector is included in the topmost 15 sectors, which bring in the maximum foreign direct investment.

Preserves Traditional Industries

Another advantage that the Hospitality and Tourism industry confers on to an economy is preservation of additional industries and handicrafts. Tourists all over the world take great interest in the indigenous products of the places that they visit. So, communities make all the efforts to maintain any quaint industry or form of art that they specialise in.

Develops Diversification

In places where only a single industry predominates, Hospitality and Tourism industry emerges as a lucrative one. Be it farming, mining, manufacturing or any other industry an economy depends on, this sector develops diversification and reduces risk.

Builds Infrastructure

More and more tourists are attracted by good infrastructural facilities. At the same time, when tourists come, much development of infrastructure takes place with the income generated. Thus, Hospitality and Tourism industry benefits almost every sector of the economy of a nation. Both developing and developed nations of the world are working to promote this industry to accelerate growth and development in their individual nations and in the world as a whole.

Socio-cultural Significance

Tourism is an activity that involves the movement of people from one place to another. In the process, tourists bring along customs and cultures of their own countries to the host region, place or country on the

one hand, and learn and bring the culture of the host countries back home.

Through these interactions and communications between the tourists and the local community, various kinds of social importance can be achieved when tourism is in practise. Some of the important factors are described here.

Improve the Way of Life

Positive change in life

- (a) Tourism is such an activity which not only gives pleasure to the tourist but it also gives pleasure to the surrounding people and host. It helps in income generation for local people. The interaction between the tourists and local people helps in exchange of ideas and this exchange promotes social development, awareness and learning.
- (b) If any destination has good tourism features, government will also take interest to build new tourist infrastructure and facilities to strengthen more tourist activities.
- (c) Tourist activity helps to develop upgraded health facilities, transport, recreation and entertainment facilities.

Reducing negative perceptions

Interaction with tourists creates the path for receiving new ideas and values. It also improves the confidence and social values of the host communities. Interaction with the tourists helps to develop hospitable conduct amongst the workers associated to tourism industry in local areas.

Encourage Cultural Exchange

Tourist activities smoothen the path for exchange of cultural values and cultural diversities between the host country and tourists. If any tourist visits a particular country on a study tour , they get aware about the local culture, art and lifestyle which not only connects them to the different regions of the visited country but also opens the doors to globalisation.

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For example, at the tourist destination Khajuraho in Madhya Pradesh, most of the social activities revolves around tourism. Because of tourism, local people and guides have learned various languages like German, French and Japanese because most of the long staying tourists come from these countries.

Boost for Cultural Conservation

The tourist and host country generally share a cultural history with each other, this incidence provides knowledge and awareness about one another's culture, art and food habits. *Surajkund Mela* is one such fair which gives showcase the intricacies of Indian culture to different tourists. *Kandariya Shilpgram* is one of the centres in Khajuraho which provides knowledge of local art and culture to the tourists.

Environmental Significance

The Tourism industry in India can have several positive and negative impacts on the environment, which are discussed below:

Direct Financial Contributions

Tourism can contribute directly to the conservation of sensitive areas and habitats. Revenue from parks, such as entrance fees and other sources can be allocated specifically to pay for the protection and management of environmentally sensitive areas. Special fees for park operations or conservation activities can be collected from tourists or tour operators.

Contributions to Government Revenues

Through Tourism Department, Indian Government collects money in more far-reaching and indirect ways that are not linked to specific parks or conservation areas. User fees, income tax, taxes on sales or rental of recreation equipment, and license fees for activities, such as rafting and fishing can provide government with the funds needed to manage natural resources. Such funds can be used for overall conservation programmes and activities, such as park ranger salaries and park maintenance.

Improved Environmental Management and Planning

Appropriate environmental management by tourism facilities, especially hotels, can reduce or minimise the damage to the environment. By planning in advance for tourism set ups and activities, damage done to the environment can be prevented. The development of tourism has propelled Indian government towards this direction leading to improved environmental management.

Raising Environmental Awareness

Tourism has the potential to increase public appreciation of the environment and to spread awareness of environmental problems as it brings people into closer contact with nature and the environment. This confrontation heightens awareness of the value of nature among the community and lead to environmentally conscious behaviour and activities to preserve the environment.

Protection and Preservation of Environment

Tourism can significantly contribute to environmental protection, conservation and restoration of biological diversity and sustainable use of natural resources. Because of their attractiveness, pristine sites and natural areas are identified as valuable and the need to keep the attraction alive can lead to the creation of national parks and wildlife parks.

In India, new laws and regulations have been enacted to preserve the forests and to protect native species. The coral reefs around the coastal areas and the marine life that depend on them for survival are also protected.

Practical Exercise**Activity 1**

List the state wise tourist inflow and outflow in India.

Material Required

Writing material

Procedure

- Visit a government Tourist Office in your state. Discuss with the managers about the tourist inflow and outflow state-wise in India.

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- Note down the important information in your notebook and prepare a list of the tourist inflow and outflow state-wise in India.
- Discuss the list in the class.

Check Your Progress

A. Fill in the Blanks

1. The first Indian Tourism Day was celebrated in _____.
2. FDI refers to _____.
3. _____ can contribute directly to the conservation of sensitive areas and habitat.
4. Tourism is an activity that involves the _____ from one place to another.
5. _____ is one of the centres in Khajuraho which provides the knowledge of local art and culture to the tourists.

B. Subjective Questions

1. Explain the current scenario of travel and tourism industry in India.
2. Explain the economic importance of tourism for the development of nation.
3. Write the Socio-cultural importance of tourism.
4. Write the environmental significance of tourism.
5. Discuss the following in the class:
 - (a) Employment in Tourism industry
 - (b) Foreign Exchange earnings by tourism

SESSION 4: ROLE OF TRAVEL AGENCIES AND TRAVEL DESK

Functions of travel agencies

Travel agencies are identified as important middlemen between vendors and customers. It is typically a middleman between the tour wholesaler and transport providers on one hand, and tourist or travellers on the other. Apart from working as a ticketing agent, it sells the standard tour packages to the tourists. Traditionally



the travel agency business has been dependent upon ticketing, more specifically the air tickets. The operation of each agency is based on the scope of its activities, scale of business, and the size of organisation.

The functions of a travel agency are explained in Table 3.2.

Travel Information

Provision of travel information is the primary function of a travel agency. Up-to-date, accurate, and timely information regarding destinations, modes of travel, accommodation, sight-seeing, shopping, immigration, passport, visa, custom clearance, and procedure for health and security rules, and restricted area permit are collected, arranged, stored and shared with the customers, and principal service providers.

Preparation of Itinerary

The term itinerary basically denotes the schedule of visit. Itinerary can be of different types, such as travel itinerary and tour itinerary. Travel itinerary includes the origin, destination, and all the transit points. However, in addition, the tour itinerary may include activities that the tourist may engage in during the visit. Itinerary guides the tourists for undertaking safe and comfortable travel. It helps in smooth conduct of the tour. Travel itinerary includes the domestic and international air itinerary before issuing the tickets. At present, with the help of CRS, travel agencies can easily prepare the itinerary and calculate the total air fare of the travel route.

Tour Packaging and Costing

Travel agency prepares customised and readymade package keeping in view the preferences of target customers. Tour package generally contains the terms and conditions, do's and don'ts, inclusive or non-inclusive of services. There are different factors like modes of travel, client choice, income, age group, country, and region that determine the sale of the packages. After the identification of the target market, the travel agency liaison with the service provider and enters into a contract with them.

Costing is also another major function that includes various elements of cost in package tours. These elements include research and development, marketing, accommodation, transportation, sightseeing, guide, staff training, and incidental expenditure.

Table 3.2 Functions of a travel agency

S.No.	Functions	Examples
1.	Travel Information	Passport, Visa, Customs, Counselling, Health, Security checks, Special permits, Clearances
2.	Itinerary Preparation	Offering and designing tailor-made or standard itinerary
3.	Reservation of tickets, Transport and Entry to cultural shows	Air: International and/or Domestic Surface or Sea: Train, Bus, Coach (both scheduled and charter services) Entry tickets to Entertainment or cultural shows
4.	Accommodation	Hotels, Resorts, Motels, Camping tents or other forms of accommodation based on the choice of its clients
5.	Tour Packaging and Costing	Liaison with the Tour Operator regarding Market research, Costing, Pricing and Promotion
6.	Travel Insurance	Personal or Baggage
7.	Foreign Currency	Selling and buying forex
8.	Organising	MICE, Entertainment nights
9.	As Handling agent	Ground handling; making personal arrangements for tourists at the destination

Reservation and Issuance of Tickets

Issuance of tickets is a traditional function of the travel agency. It used to be a major source of income of the travel agency until recently. A travel agent sells airlines, train, cruise line, and bus tickets to its clients. They are accredited by the airlines as Preferred Sales Agent (PSA) or as agents to issue tickets on the behalf of airlines. Travel agents are allowed to maintain minimum stock of air tickets for which they keep security deposits with the airlines. They can also reserve, alter and cancel the tickets on the behalf of its clients.

Accommodation Reservation

Reservation of hotel rooms is another major function of a travel agency. A travel agency reserves rooms, conference halls, restaurant, bar, and meeting room on

the request of clients and may give advance in case of bulk booking, otherwise the payment is settled subsequently. Reservation is also done for ground transportation, train, and cruise services. Advance reservation is also made for certain entertainment programmes.

Travel Insurance

Travel insurance protects the tourists against personal and baggage loss. Insurance is the subject matter of solicitation and travel care insurance products are high on service excellence with world-wide coverage and great value for money. There are different types of insurance schemes.

For example, the TATA AIG offers a gamut of travel insurance products for the tourists during the package tours. These are the following facilities covered under the insurance schemes:

- Accidental death and dismemberment benefits for death or disability during the tour
- Accident and sickness medical expenses reimbursement.
- Sickness and accident related medical expenses during the travel.
- Baggage loss and delay benefits— for loss or delay in baggage delivery.
- Home burglary— theft at home during absence from home.
- Trip cancellation— for any probable cancellation of the trip.
- Missed connection or departure— Missed connection refers to a situation when a journey involves multiple flights; delay in one flight may cause missing of the subsequent flight. In case the journey is performed by a 'through ticket', i.e. one ticket for multiple sectors, it is the responsibility of the concerned airlines. However, in case the travel agent would have booked the tickets separately, then a separate insurance policy can only compensate the loss.
- Bounced hotel or airlines booking— it is dishonouring of the booking and denial of the stay or boarding to the client.

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- Flight delay— for any delay in flights and consequent losses.

Foreign exchange

Normally an authorised agent approved by the Reserve Bank of India can deal in foreign exchange. If a travel agent is an authorised agent for forex, it can buy or sell foreign currency with some commission. In case the agent is not authorised, it can act in between the Forex Agent and the tourist. The agent may provide service to the customers by levying some service charge as applicable.

Foreign currencies

If travellers are traveling to a foreign country, sooner or later they have to exchange their money into the currency of the visited country. In most cases, it is better to change money in the foreign country than in a bank of their homeland, because the local banks offer a better exchange rate. Though the travellers have to be assured about it, they might also ask their travel agency for international currency exchange. Some of the countries in the world, their currencies and codes are given below.

Currency	Symbol	Code
Pounds sterling	£	GBP
US dollar	\$	USD
Indian rupee	₹	INR
Australian dollar	\$	AUD
Japanese yen	¥	JPY
Singapore dollar	S\$	SGD
Russian Rouble	₽	RUB
Euro	€	EUR

Miscellaneous Services

The travel agent caters to all the aspects of MICE, business meetings, event management and exposition and incentives. A Travel agent makes customised arrangements for every specific requirement of the

customers. Miscellaneous services such as; document services, transfer, and pick up, reconfirmation of hotel rooms and airline seats, participation in FAM (familiarisation) tour, any inner line permit or any specific personal requirements of the clients at the destination. For example, the trade fairs division of certain travel agencies is extremely efficient that ensures meticulous planning for confirmation of hotel rooms, Indian meals, city tours, and buyer-supplier meets.

Functions of Travel Desk

Hotels offer a comprehensive range of travel services with a professional touch. Their Travel Desk takes care of all the cumbersome work that goes into planning a trip. The Travel Desk is also a part of Front Office in a hotel. It takes care of the travel arrangements of a guest, like air-ticketing, railway reservation, sightseeing, tour packages, airport or railway station pick up or drop, etc., as per their request. The hotel may operate the Travel desk or it may be outsourced to an external travel agency.

Arrival and Departure Assistance

Arranging pick-up and drop services for guest at the time of their arrival and departure at the airport or railway station. It provides vehicles on request to the guests at pre-determined rates.

Ticketing

Making travel arrangements like railway reservation, cancellation, amendments, or purchasing air-tickets for guests.

Sightseeing Arrangements

Organise half-day or full day sightseeing tours in and around the city as per the requirement or booking of the customers. A Travel Desk also arranges for the guides who can communicate in the guest's language.

Airport Representative

An Airport Representative is an important person in the Front Office of any luxury hotel or travel company.

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This person has to facilitate the guests at the airport on arrival. An Airport Representative is responsible for:

1. Greeting hotel guests at the airport.
2. Arranging hotel transportation for guests from the airport to the hotel, such as airport express train, airport shuttle and bus.
3. Answering inquiries from guests about the different means of transportation, journey and weather or climate as and when the travellers ask.
4. Assisting in the check-in, coordinating with airlines staff in case of lost or mishandled baggage.
5. Taking hotel room bookings.
6. Confirmation of flight timings
7. Assisting departing guests at the airport.
8. Liaising with airlines for special arrangements, such as wheelchair for the guests.
9. Act as a Sale Representative for the hotel at the airport.

Meet and Greet Services for a Tourist at the Airport, Railway or Bus Station

The Customer Service Executive must follow the following procedures to welcome and greet tourists or guests at the airport:

Information of Tourists

The Customer Service Executive of a travel company should collect information about the customers or tourists which are to be welcomed by him. The information about the tourists includes the tourist's name, country of origin, airport (terminals of arrival), flight details, tour programmes, duration of tour, special request by the tourists (if any), etc. All this information should be collected from the Tour Operation Manager at least one day before of the arrival of tourists. All the details about the customers must be known by the Customer Service Executive of the travel company while imparting meet and greet services to the clients.



Ensure Transfer Arrangements

Customer Service Executive must also ensure about the transfer arrangements as per the requirements of the tourists and the number of pax at the airport. He must follow up the Transport Operator or Car-Rental Company for the transfer arrangement and must get the car number and driver's mobile number before departing to the airport for receiving the tourists. He must ensure by calling or email that the booking of transport still remains, if booking was done many days earlier.

Ensure Hotel Bookings

The bookings of hotels at different tourist destinations covered by the tourists during the whole journey must be followed up before the guests' arrival and check-in to the hotels so that the tourists do not have to face any type of inconvenience during their tour.

Pick Tourists' Documents

Before departing for the airport to meet the customer, the Customer Service Executive of a travel company must collect and be ready with the tourist documents like tour itinerary, hotel vouchers, and any other request by the tourist (i.e. visa on arrival or any special entry permit) to be handed over to the tourists while meeting.

Prepare Placard

A paging board or placard is always used by the hotel Travel Desk, Concierge or Customer Service Executive of any travel company while picking up guests from the airport, railway station, bus terminal, etc. This paging board has the name of the guest mentioned on it along with his/her details. This card is prepared and collected by the representative of the travel company for receiving the guest at the airport.

Following details are printed:

- Name of the guest (First + Last Name)
- Name of the company
- Flight Number
- Flight Time



Fig. 3.7 Sample of placard for picking up the guest

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Tips while preparing the placard or paging board:

- Do not use salutation if you are not sure about the same, as names can be misleading at times.
- Double check the spelling, as no guest would like to see their names wrongly spelt.
- The A4 size sheet used for placard printing should be clean, not crumpled and also stain free.
- Always use font size between 70 and 85 depending upon the length of the guest name.

Take Welcome Kit

The airport representative or CSE of the hotel or any travel company uses welcome kit that includes the welcome greetings, bouquet (flower bunch or garland) to greet the guests or tourists while arriving at the airport.

Ensure Reporting Time and Flight Arrival time

The CSE of the travel company must ensure the reporting time at the airport and the flight time of arrival, flight number, etc., and they must leave two hours before or as per the traffic on the road. They also should update the information related to change in flight time or cancelled due to weather conditions (in case).

Escort to the Hotel and be Friendly and Familiar

After welcoming the guests or tourists at the airport, assist them to handle their baggage to the vehicle and ask them about their journey and try to make them feel comfortable with you. Answer all the queries of the tourists with good representation and without hesitation. Don't overdo it and do not ask personal questions. Don't avoid if they ask something. Always remember that your first appearance and impression can make them feel happy for the whole tour programme. Lastly, help them to check into the hotel as per the booking made by the company and hand over all the documents docket containing hotel vouchers and itinerary with a gentle smile and tell

them about their next programme of the tours as per the schedule in the itinerary.

Personality traits of front office staff of any hotel or travel company

The receptionist is the link between a guest and the hotel, and meets people, greets them, makes them comfortable, and helps them in all the possible ways. It is very difficult to draw a line for the receptionist's duties. A guest may ask him for the cricket score; shopping; tourist interest places; address of known or unknown people, railway, air or bus; booking distance between different places; weather report; etc. The receptionist has to make sure that the guest feels at home and that is why, a hotel is called a home away from home. For this, a receptionist should possess certain qualities considered as pleasant.

1. Well dressed as per the company policy.
2. Pleasant Personality— good manners and a smile are natural assets
3. Eagerness to help
4. Respect all— young, old, rich, not so rich
5. Sense of responsibility—should be responsible and ready to take responsibility
6. Alert and focussed mind— essential for methodical and accurate work
7. Neatness— this imparts self-confidence and pride
8. Accuracy— it is a way to attain perfection
9. Loyalty: should be loyal to both management and customers
10. Intelligence: Intelligent enough to take decisions
11. Tact: Tactful to handle any situation
12. Yearning to be a good receptionist

Practical Exercise

Activity 1

Perform a role play of the Meet and Greet services offered to a foreign tourist group at the airport by the representative.

Material Required

Writing material

Procedure

- Classify all the students into two groups— tourists and hotel or travel company representative.
- Assign dialogues to each student to perform in the role play.
- Students in each group perform different duties as per their role.

Activity 2

Visit a hotel or a travel company's Front Office in your city and demonstrate the meet and greet services performed by the desk.

Material Required

Writing material

Procedure

1. Plan a visit to a travel company office or a hotel travel desk.
2. Discuss with the travel agency Tour Manager for receiving and greeting the tourists.
3. Note the procedures and list the activities.
4. Demonstrate the duties and activities performed by the desk.
5. Prepare a report and discuss in the class.

Check Your Progress

A. Multiple Choice Questions

1. The Travel Desk is also a part of _____ in a hotel.
 - (a) Security
 - (b) Accounting rooms
 - (c) division
 - (d) Front Office
2. _____ refers to making travel arrangements like railway reservation, cancellation, amendments, or purchasing air-tickets for a guest.
 - (a) Ticketing
 - (b) Selling
 - (c) Auditing
 - (d) Check-in

3. _____ has to check facilitation of the guests at the airport during the time of guest arrival.
 - (a) Airport Representative
 - (b) Front Office Associate
 - (c) Hotel Manager
 - (d) Travel Desk
4. A _____ is always used by the hotel Travel Desk/Concierge or Customer Service Executive of any travel company while picking up guests from the airport, railway station and bus terminals.
 - (a) Paging board or placard
 - (b) Pick Me Card
 - (c) We are here Card
 - (d) Welcome Card
5. _____ should update the information related to flight time change or cancelled due to weather conditions (in case).
 - (a) Customer Service Executive (Meet and Greet)
 - (b) Tour Operator
 - (c) Programme Coordinator
 - (d) Travel Agent

B. Subjective Questions

1. Write the functions of the Travel Desk of a hotel.
2. What are the personality traits needed in the Front Office staff in a hotel or a travel company?
3. What is a placard? Why is it prepared?
4. Explain the airport duties of the Concierge in a hotel.
5. Discuss the following in the class and write a short note on:
 - (a) Placard
 - (b) Welcome kit

Unit



Prepare for Providing Customer Service



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In this Unit, the students will be able to learn about the various preparations need to be done before providing services to the customer. First session of this Unit explains about the various advantages of booking with travel agents of an agency, the information of the clients required for booking and booking of the tour components.

Second session of this Unit explains about the importance of following duty rosters. This session also discusses about the tourists and their various needs. Apart from these, this session also talks about the various travel documents required by the tourists.

Special requirements of customers on arrival and simple communication during the process is also discussed in this session.

SESSION 1: PREPARE FOR PROVIDING CUSTOMER SERVICE (MEET AND GREET)

The first meeting with the customer must be impressive and hospitable which reflects the image of the company. The Customer Service Executive of the travel companies has the responsibility to reflect the company's brand value. So, before meeting the client, prior planning and preparation needs to be done at the terminal or an

agreed place, including coordinating with the co-service providers, such as airport staff, drivers, accommodation providers, superior and team members for a smooth transfer of guests.

Importance of travel booking

Travellers have the option of researching and booking everything they need online or with the help of a travel agency. With the availability of the internet facilities, online booking has become very easy but most of the people consider booking various tours with the help of a particular agency or agent.

Advantages of travel booking with travel agents of an agency

1. Travel agents deliver all the information related to the tour.
2. Travel agents are able to offer various packages with different combinations, with all inclusive prices. Customers need not pay any additional amount for the services offered.
3. Travel Agents offer affordable payment options, even of a small deposit at the time of booking and giving the remaining amount within an agreed duration of time, while most online booking sites demand instant payment to confirm a booking.
4. Travel agents act as trouble-shooters and offer help at the time of unexpected incidents during the tour. They are with the client on every step. They may fix situations with the help of their contacts at the place visited.
5. In case of travel insurance claim or any need to follow up on any complaint of the client after tour, the travel agent helps and continues to work on behalf of the client. They make sure to solve the problems on time.

During the process of booking, the reservation staff of a tour company receives the client and resolves all their queries. After the resolution of the query, the

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booking forms need to be filled by the customers and the deposit sent together with the booking form to the travel agency.

Once the form and deposit have been received by the clients, the confirmation is sent after receiving the payments. Thereafter bookings are made with the operator or the suppliers, such as transport, hotels and ground operators, etc., in the name of the clients.

Information required from the clients for booking

While each tour wholesaler may implement his or her own system, the information needed from clients generally remains the same. Similarly, information that has to be sent to the agents or clients from the tour operator is generally the same. The information needed from the clients:

- destination
- preferred date of travel
- holiday duration
- departure point
- number of passengers
- type of accommodation that is required
- traveller's name

Booking of the tour components

Travel Agents, Tour Managers or Travel Consultants book travel components either as a single product like air or rail tickets, hotel rooms, renting transport, etc., on Travel Agent's Commission (TAC) for their clients or as composite of package tour. Some clients ask only for a single travel product, but these days, clients ask for the entire tour packages to be booked for them. Tour packages can be GIT (Group Inclusive Tour), FIT (Free- Independent Traveller), all inclusive and Escorted Tours prepared on different themes like Heritage Tours, Cultural Tours, Wildlife Tours, Adventure Sports Tours, etc.

The following travel components are booked by travel companies:



Hotel rooms

Booking accommodation, dealing with the different kinds of accommodation options, and considering alternative lodging options are some issues that the travellers need assistance with. Tourism markets are seasonal and hotels at popular tourist destinations are sold out in peak season from September to March, when finding good accommodation can be one of the most frustrating aspects of travel planning. There are two ways to solve the hotel room booking problem:

- booking in advance or
- finding a place on the day of arrival

Booking in advance

Booking in advance gives the traveller peace of mind. It is also a good idea while travelling to a popular tourist destination so as not to pay higher prices or waste time and energy looking for a place to stay.

Methods of booking a hotel room

There are various modes of booking the hotel rooms which are used by the travel companies. These are described as follows:

This can be done in a number of ways:

- over the internet
- through a travel agent
- over telephone

Booking Over the Internet

(a) Online: The travellers themselves can book accommodation online either at the hotel's website or at the website of an agency or ask a travel company to do it. Some hotel rooms can be booked by reservation systems, like CRS (Computer Reservation System) and GDS (Global Distribution System). Some travel companies design their own travel portal linked to the hotels on which travellers can book their rooms online and pay online too. Payment on these sites can be done through a variety of paying methods including net banking, debit cards, credit cards, and other online transaction methods.

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(b) Email: For booking by email, the steps would be more or less the same as those for online booking.

- First, ask whether the customer's dates are available; ask for updated prices.
- Inquire about the customer's preferred rooms and other essential details.
- Ask to reserve the customer dates.
- Ask for confirmation from the customer embassy; provide all the personal details (passport details of every visitor, etc.) that they may need to issue the confirmation.
- In the end, ask for cancellation policy, directions to the hotel and other significant details.

Booking over Telephone

Most travel agencies have liaison with the hoteliers for booking hotel rooms on discounted prices. The Tour Manager often negotiates for the best lodging rates by calling the travel suppliers directly instead of the Salesperson of the hotel, which provides the best opportunity to negotiate discounts and ask about specials schemes (advertised and unadvertised).

Booking through a Travel Agent

(a) On Spot Booking: If any traveller plans the travel himself and not use a package from a Travel Agent, sometimes finding accommodation on arrival at the destination or the hotel may be difficult. In this situation, the hotel may provide accommodation on enhanced rates.

(b) Airline, rail and bus tickets: A single tourism product or a composite tourism package can also be booked through travel companies. A single tourism product can be travel tickets or transportation at the visiting place, accommodation in a hotel or booking for sightseeing. A tour package would include multiple facilities involved in travelling.

International Air Transport Association (IATA) approved travel companies are authorised to book, hold and sell airline tickets to their clients. By booking on behalf of the clients, they get the commission or



incentives from the General Sales Agent (GSA). Rail tickets can be booked from the IRCTC website or any other website of any travel company online. Travel by bus or taxi can also be booked in advance through a travel company or State Tourism websites.

(c) Rent a tourist transport: There are many car rental companies in India which offer vehicles to tourists for independent tours. Travel and tourism companies hire these tourist vehicles from Car Rental Companies as per the requirement of the tourists and offer them either as inclusive with the package or as a single tourism product for local sightseeing. Many travel and tour companies include Car-Rental Service in the tour package.

A Tour Operation Manager or Customer Service Executive of a travel company needs to follow the following procedure for booking a car for its clients:

- Making a checklist before the guest arrival, including details, such as name, flight details and itinerary from the tour operation department of the company.
- Liaison with the car-rental company for renting a car as required by the tourist and mentioned in the tourist's itinerary.
- Set the rate and date as per the company policy.
- Send an e-mail of the current booking of the tourist.



Fig. 4.1 Online ticket Booking

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- Re-confirm the booking before the arrival of the guest.
- Co-ordinate with the company owner for getting the vehicle number and driver contact number at the day of guest arrival.
- Go with the driver, meet, greet and receive the tourist from the arrival point (airport, railway station or bus stop).
- Escort the client or tourists to their pre-arranged hotel and inform the driver about the next step of the tour.

Practical Exercises

Activity 1

Visit any Tour Operator agency of your nearby area or city and note down the procedure of travel booking.

Material Required

Writing material

Procedure

- Visit a tour operator close to your vicinity.
- Discuss the procedure of travel booking with the working officials.
- On the basis of the collected information, prepare a report showing the procedure of travel booking.
- Discuss the report in the class.

Activity 2

Prepare a chart showing various steps of hotel booking by email and discuss in the class.

Material Required

Writing material

Procedure

- Collect the information related to hotel booking by email.
- Present the various steps of online booking on a chart paper.
- Discuss the prepared chart in the class.



Check Your Progress

NOTES

A. Multiple Choice Questions

- _____ delivers all the information related to a tour.
 - Travel Agent
 - Tour Guide
 - Hotel Agent
 - All the above
- _____ gives the traveller peace of mind that they will have somewhere to sleep once they arrive at their destination.
 - Advance Booking
 - Online Booking
 - Phone Booking
 - All of the above
- _____ can be booked from the IRCTC website.
 - Rail tickets
 - Bus Tickets
 - Flight Tickets
 - All of the above.
- CRS means _____.
 - Computer Reservation System
 - Centre Reservation System
 - Control Reservation System
 - None of the above
- TAC refers to _____.
 - Travel Agent's Commission
 - Tour Agent's Company
 - Tour Arranging Company
 - Travel Advisory Committee

B. Subjective Questions

- What are the advantages of travel booking with Travel Agents of a travel agency?
- What are the various travelling components booked by the travel companies?
- Explain the procedure of booking a car for tourists by a travel company.
- Manager or Customer Service Executive (Meet and Greet) of a travel company?
- What is 'on the spot booking'? Explain in brief.

SESSION 2: PREPARE FOR MEETING CUSTOMERS

Importance of Checking Duties As Per the Duty Roster

Rosters are prepared for a number of reasons which benefit the employers and employees. This section defines a roster and identifies the reasons of preparing and using rosters.

A roster is a list of persons' name and their work schedule. Duty rosters specify the allotment of jobs, hours of duty, and days off for each member of the staff.

Contents of duty rosters

1. Names of the staff members who are to work
2. Days of work (usually with dates)
3. Starting time
4. Break times
5. Finish time
6. Where they are to work
7. Their role

Advantages of using the duty roster

Gives information about who is on leave(annual leave or sick leave).

1. Ensures that right people, in the right number, are employed at the right place at the right time.
2. Helps in organising staff.
3. Enables the supervisor or the person preparing the roster to distribute the projected workload equally among staff and across the entire working day.
4. Guarantees that the level of service required or promised to the customer is delivered throughout the working day.
5. Helps in balancing the well experienced staff according to their importance at work.
6. It is a tool of communication that helps in communicating with the employees and informs

them about their place of requirement, time of requirement, breaks they can have during the operations, when not required and when to go home.

Name of the staff	Mon	Tue	Wed	Thu	Fri	Sat
	22/06/XX	22/06/XX	22/06/XX	22/06/XX	22/06/XX	22/06/XX
John	07:00 a.m. to 06:00 p.m.	07:00 a.m. to 06:00 p.m.	07:00 a.m. to 06:00 p.m.	07:00 a.m. to 06:00 p.m.	OFF	SPECIAL LEAVE
Ram Narayan	06:30 a.m. to 05:30 p.m.	06:30 a.m. to 05:30 p.m.	06:30 a.m. to 05:30 p.m.	OFF	Casual Leave	06:30 a.m. to 05:30 p.m.
Seeta Mishra	OFF	07:00 a.m. to 06:00 p.m.	07:00 a.m. to 06:00 p.m.	06:30 a.m. to 05:30 p.m.	Casual Leave	06:30 a.m. to 05:30 p.m.

A Sample of Duty Roster Chart

Protocol for special types of customers and their special needs

Travel Organisations need to meet customer expectations and produce customer satisfaction. Good service will enhance visitors' experience and attract new and complete services. Customers can be of various types—different age groups, families, couples, singles, groups, ethnicity or culture, special interests, organised groups, etc. Apart from these, there may also be customers with special needs, for example, mobility, sensory impaired tourists.

Following is the list of some requirements by these customers:

1. Accurate information e.g., directions, facilities, price, and availability.
2. Product knowledge
3. Health related information
4. Safety and security assistance, e.g. with luggage and language
5. Advice, e.g. suitability of a destination or a flight, how to obtain a visa, in relation to solving a problem

6. Products and services e.g., provided as per the booking or specific to a special needs tourist.

Categories of Tourists as per their needs

1. Business and professional tourists

- Business related requirements like meeting area, exhibitions and special events.
- Conference centres that cater to the needs of business tourists.
- An example of a business tourist would be a salesman who travels to another city to attend a trade show and promote the products that he sells
- Leisure and holiday tourists—scenery destination sites
- Refreshment activities
- Choice of food
- Adventurous activities
- Games

2. Tourists travelling to visit friends and relatives (VFR)

- Want to stay in contact with friends and relatives and travel away from home to visit them.
- These tourists may travel to attend a wedding, funeral, or birthday celebration of friends or relatives.

3. Health or medical tourist

- To visit a holiday spa, or needs medical special treatment that is only available away from home
- Undergo procedures that are cheaper in another country, or wish to be in a healthier climate place during convalescence. Many foreign tourists go to other countries for plastic surgery.

4. Adventure tourist

- Want an unusual and exciting experience.
- Want to participate in activities that may be



dangerous, such as rock climbing, river rafting, skydiving, shark cave diving and bungee jumping.

5. Cultural tourist

- Want to experience different cultures, such as Surajkund *Mela* in Haryana and Dance Festival in Khajuraho.
- Want to visit the World Heritage Sites in the country.

6. Eco-tourists

- Travel to experience nature

7. Religious tourists

- Want to see and experience the places of religious importance. There are many religious destinations in the world, such as the Hajj in Mecca and Varanasi in India.

8. Shopping tourists

- Travel to shopping malls, shopping centres, factory shops, crafts market, festivals, and touring shopping routes.
- Their main purpose is to buy items.

9. Special interest tourists (SIT)

- Have particular interests, such as bird watching, food and wine, flowers, fishing, attending book fair, etc.

10. Backpacking or youth tourist

- Generally have little luggage, travel on a fixed budget, want to experience adventure and excitement, tend to travel independently, enjoy meeting other travellers, and have flexible travel schedules.
- A group of young tourists on a weekend walking tour in the mountains, or a student touring around the country by bus are examples of this group of tourists.

Creating a Tourist Profile helps in the fulfilment of the tourists' needs

This includes the given information:

- Name
- Nationality
- Age
- Contact details such as address and telephone number
- Occupation
- Need and preferences, for example, adventure, sports or education
- Specific requirements such as accommodation, transport, or food and the length of the trip, and arrival and departure date.

Travel Documentations

Carrying valid travel documents is mandatory to ensure hassle-free travel within the country and foreign countries. Processing of travel documents takes its own time and people face inordinate delay due to the technical formalities. Thus, the need of travel agents arose for making the travel more comfortable and ensuring the issue of travel documents from the competent authority for the clients or customers. Travel agents are authorised to process the necessary documents on behalf of the money exchangers, foreign consulate offices, passport offices, income tax office, insurance office, etc. Travel documentations are processed for clients and customers before their confirmation for purchasing a tour package. Travel documents include passport, visa, currency certificate or endorsement of currency in the passport, travel insurance, income tax statements, health certificates, etc.

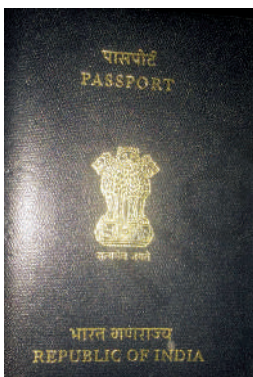


Fig. 4.2 Indian Passport

Passport

A passport is a document, issued by the national government of a country for the purpose of authenticating the identity and nationality of its citizens. It is used for obtaining visa for international travel.

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A foreigner coming to India requires a passport and an Indian visa. The office of High Commission decides the duration of the visa. It is the Consular Passport and Visa Division (CPV) of the Ministry of External Affairs that issues the visa to the foreigners.

Procedure to Apply for Visa

The applicant may either go in person or apply through the post. The Visa to India is applied at the High Commission of India in the country of the person who wishes to travel to India. Non-resident Indians (NRI) and Persons of Indian Origin (PIO) do not require a visa to enter India if they possess an Overseas Indian Citizenship (OCI) or a PIO card. This card gives them the freedom to visit India any time throughout their life. The NRIs and PIOs who do not have this OCI or PIO card, can apply for a Visa through the normal procedure.

Visa Guidelines

Following documents are required to be submitted for visa:

- 1. Visa application form** must be filled correctly. Incomplete applications and applications with wrong information shall not be processed.
- 2. Name and other relevant particulars** must be filled in as per the details in the passport.
- 3. Passport:** It should have a minimum validity of six months on the date of application with at least two blank pages.
- 4. Photographs:** Two latest identical passport size (4"x4") photographs (black and white or colour) depicting front posture against light background.
- 5. Supporting documents:** The visa application should be accompanied with supporting documents on the type of visa applied for.

Visa Fee

There are different fee schedules for the amount of fee, for different type of visas. Visa fee is accepted through different payment methods as per the rules of the country for which the visa is applied.



S. No.	Category of Visa	Uses
1.	E- Visa: (A) E-Tourist Visa (B) E-Business Visa (C) E-Medical Visa	For recreation, sightseeing, casual visit to meet friends or relatives, and attending a short term yoga programme For all activities permitted under a normal Business Visa. For medical treatment, including treatment under Indian systems of medicine. A foreign national will also be permitted to club these activities provided he/she had clearly indicated the same in the application form along with requisite documents.
2.	Visa-On-Arrival	Visa-on-Arrival is granted to a Japanese national who is visiting India for business, tourism, conference and medical purposes.
3.	Transit Visa	A Transit Visa is granted to the foreigners for the sole purpose of enabling them to travel through India to a destination outside India.
4.	Tourist Visa	A Tourist Visa is granted to a foreigner whose sole objective of visiting India is recreation, sightseeing, casual visit to meet friends or relatives, attending a short term yoga programme, short duration medical treatment including treatment under Indian systems of medicine, etc., and no other purpose or activity. (Short term yoga programme means a yoga programme not exceeding six months duration and not issued with a qualifying certificate/diploma etc.)
5.	Medical Visa	A Medical Visa (MED Visa) is granted to a foreigner whose sole purpose is to seek medical treatment in established, recognised, specialised hospitals, and treatment centres in India. In case the foreign national desires to avail the treatment under the Indian systems of medicine, his/her case will also be considered.
6.	Employment Visa	Employment Visa is granted to a foreigner who is a highly skilled and/or qualified professional. Employment Visa shall not be granted for— (i) jobs for which qualified Indians are available and (ii) routine, ordinary or secretarial or clerical jobs. Employment visa is not granted to a citizen of Pakistan.
7.	Project Visa	Project Visa is granted to foreign nationals coming to India for execution of projects in the power and steel sectors,
8.	Business Visa	A Business Visa is granted to a foreigner who wishes to visit India for business purposes.

9.	Student And Research Visa	A Student Visa is granted to a foreigner whose sole objective is to pursue on-campus, full time (structured) courses (including English and other language courses and vocational education) at educational institutions (Central or State Government Educational Institutions and Private Educational Institutions) duly recognised by statutory regulatory body and have acquired statutory authorisation to conduct the course(s) complying with GST regulations.
10.	Intern Visa	Intern [I] Visa is granted to a foreigner intending to pursue internship in Indian companies, educational institutions and NGOs.
11.	Sports Visa	Grant of visa to the members of sports teams
12.	Journalist Visa	Grant to foreigner journalist professionals
13.	Film Visa	Grant for shooting of a feature film, reality TV show and/or commercial TV serials

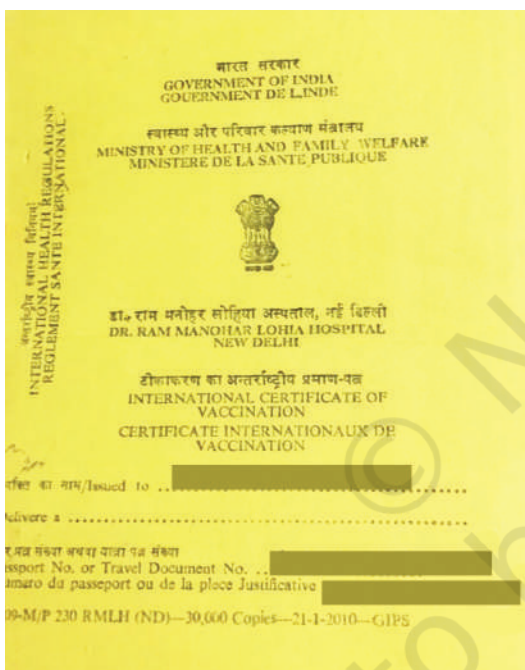


Fig. 4.4 Vaccination Certificate

Health Certificate and Currency Endorsement

Health certificates, vaccination, insurance, foreign currency and restricted area permits are also processed much before the commencement of a tour. All these formalities are managed by the travel agencies and tour operators to help customers or members of GIT and FIT travel comfortably.

Reservation Confirmation Letter for Hotel bookings

Reservation confirmation is an acknowledgement given by the hotel to the guest for their room request and also the personal details given at the time of booking. This needs to be submitted at the time of check-in process in a hotel.

Special requirements of customers on arrival and simple communication during the process

Tourists are guided with the following tips and information. These guidelines help the tourists during arrival and departure at the airport:

1. Tourists must download an airport map. This will show you the drop off points for flight

departures, as well as the internal layout of the airport.

2. They need to get to the airport at least three hours before the gate closes for the flight. Gates close about half an hour before the flight actually departs.
3. Once at the airport, look for the large screens showing the arrival and departure schedule. This will display the opening time and number of the check-in counter. Proceed there with your luggage, flight ticket, and passport.
4. At the check-in counter, tickets will be checked, luggage will be weighed, and your passport and visa (if required) will also be checked. The counter staff will ask security questions, particularly about having banned items in your bags. They will then print off a luggage label for bags, which will be moved onto a conveyor belt and taken to the flight. A little ticket is provided for the luggage and a personal boarding card from the flight. Always keep these safe with you at all times.
5. After check-in, follow the airport signs for flight departures, which will include a check on boarding card, passport, and security screening.
6. Do not take any containers of liquids in excess of 100 ml. The Checking Authority person may ask you to remove shoes and place them with the hand luggage in a plastic tray for security scanning. Place all the coins, keys, and phones in the same plastic tray.
7. Once through passport control and security, the main body of the departure terminal appears. There are screens in the terminal to tell which gate your flight leaves from, and whether or not that gate is open.
8. Every gate is assigned a number and the airport signs direct the passengers to the gate. At the gate, go towards the waiting lounge and wait for the boarding to start. Once the flight gate opens,

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- proceed to the gate. Show the passport and boarding card whenever asked for.
- Staff in the waiting lounge will announce when the passengers are to actually board the flight, usually by announcing seat row. Take a shuttle bus or walk down a sky bridge to board the airplane.
 - On entering the aircraft, show the boarding card to the staff, and they will direct you to the right section of the plane.

On Arrival

- Follow the airport signs for immigration and passport control, and from there go to the baggage hall to wait for luggage.
- There are screens in the baggage hall, which show the number of conveyor belt from where you can pick up your luggage.
- After taking the luggage, proceed to customs.
- After clearing customs, follow the signs to the arrival hall, the signs for taxis, buses, trains, etc., can be seen from there.

Practical Exercises

Activity 1

Visit any travel agency in your area and collect information about various important points to be considered while meeting and greeting a customer.

Material Required

Writing material

Procedure

- Visit any travel agency near your area.
- Discuss with the officials about the process to be followed for meeting and greeting the customer.
- Prepare a report and discuss in the class.

Activity 2

Prepare a chart showing various documents required for travelling and hotel booking and confirmation.



Material Required

A chart paper and writing material

Procedure

- Collect the information about various documents required for travelling and hotel booking and confirmation.
- Prepare a chart showing various documents.
- Discuss the information presented on the chart in the class.

Check Your Progress**A. Explain in one or two lines**

1. Business Visa
2. Intern Visa
3. Film Visa
4. Sports Visa
5. Journalist Visa

B. Subjective Questions

1. Explain the importance of checking duties as per duty roster.
2. Explain the various protocols for special types of customers and their special needs.
3. Explain the various travel documentations.
4. List the different types of visas.
5. What are the various special requirements of customers?
6. Explain the various requirements of customers on arrival at the airport.

ANSWER KEY

Unit 1: Introduction to the Tourism Industry

Session 1

A. Multiple Choice Questions

- | | |
|--------|--------|
| 1. (d) | 2. (c) |
| 3. (d) | 4. (d) |
| 5. (b) | |

Session 2

A. Multiple Choice Questions

- | | |
|--------|--------|
| 1. (a) | 2. (b) |
| 3. (c) | 4. (d) |
| 5. (b) | |

Session 3

A. Fill in the Blanks

- | | |
|-----------------------------------------------------------------------|--------------------|
| 1. Holiday destination | 2. Travel industry |
| 3. Guide services | |
| 4. Attraction, Accessibility, Accommodation, Amenities and Activities | |

Session 4

A. Multiple Choice Questions

- | | |
|--------|--------|
| 1. (a) | 2. (c) |
| 3. (a) | 4. (b) |

Unit 2: Introduction to Hospitality Industry

Session 1

A. Fill in the blanks

- | | |
|-----------------------|-------------------|
| 1. Resort | 2. Heritage hotel |
| 3. Kerala and Kashmir | 4. Japan |
| 5. 17 th | |

Session 2

A. Fill in the blanks

- | | |
|-------------|-----------|
| 1. Star | 2. Luxury |
| 3. Heritage | 4. HRACC |
| 5. Budget | |

Session 3

A. Multiple Choice Questions

- | | |
|--------|--------|
| 1. (c) | 2. (b) |
| 3. (d) | 4. (b) |

Session 4

A. Multiple Choice Questions

- | | |
|--------|--------|
| 1. (d) | 2. (a) |
| 3. (c) | 4. (d) |
| 5. (c) | 6. (c) |

Unit 3: Customer Service

Session 1

A. Multiple Choice Questions

- | | |
|--------|--------|
| 1. (d) | 2. (d) |
| 3. (a) | 4. (b) |

Session 2

A. Multiple Choice Questions

- | | |
|--------|--------|
| 1. (a) | 2. (a) |
| 3. (a) | 4. (a) |

Session 3

A. Fill in the blanks

- | | |
|-----------------------|------------------------------|
| 1. 1998 | 2. Foreign Direct Investment |
| 3. Tourism | 4. Movement |
| 5. Kendriya Shilpgram | |

Session 4

A. Multiple Choice Questions

- | | |
|--------|--------|
| 1. (d) | 2. (a) |
| 3. (a) | 4. (a) |
| 5. (a) | |

Unit 4: Prepare for Providing Customer Service

Session 1

A. Multiple Choice Questions

- | | |
|--------|--------|
| 1. (a) | 2. (d) |
| 3. (d) | 4. (a) |
| 5. (a) | |

NOTES

GLOSSARY

Airport transfer: a transport service to and from an airport to hotel, etc., normally prepaid as part of a package tour, but available separately as well.

Cabana Room: a room attached to the swimming pool with one sofa-cum-bed which is especially for changing or resting for the swimmers.

Catering: The service of providing food and beverage to the customers and has a deep relation with the hotel and tourism industry.

Concierge: A hotel employee who provides additional advice, recommendations, and other services to the guests, such as restaurant reservations.

CPV: Consular Passport and Visa

CRM: Customer Relationship Management

CRS: Computer Reservation System

Culinary Tourism: It is defined as the pursuit of unique and memorable eating and drinking experiences. By combining travel with these edible experiences, culinary tourism offers both locals and tourists alike an authentic taste of place in our bountiful province.

GDS: Global Distribution System

Immigrant: a person who comes to live permanently in a foreign country.

Itinerary: complete and detailed plan of a journey

IUOTO: International Union of Official Tourism Organization

Meet and Greet: Pre-purchased services for meeting and greeting a client or group of clients upon arrival in a city, usually at the airport, pier, or railway station. Service may include assisting the client or group of clients with entrance formalities, collecting baggage, and obtaining transportation to the hotel

MOT: Ministry of Tourism

NRI: Non Resident Indians

Pax: It refers to the number of passengers.

Pent House: Accommodation, usually suits, located on the top floor of the hotel has adjustable roof and one can have full view of sky from a pent house.

TAC: Travel Agent Commission

Transfer: Local transportation, sometimes including porter age, as from one carrier terminal to another, from terminal to a hotel, or from a hotel to an attraction.

Transit: *Process of changing planes without going through security and/or customs.*

Travel Insurance: *It is the insurance recommended for every tourist to save the tourist from any mishappening; generally medical and travel insurance is advised to the tourist.*

TSA: *Tourism Satellite Accounting*

UNWTO: *United Nation World Tourism Organization*

VFRS: *Visiting friends and relatives*

NOTES

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Kat Eschner (Smithsonian Magazine)

Fig. 2.5

National Gallery of Modern Art, New Delhi, India.

Fig. 1.22

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