FRONT OFFICE OPERATIONS (810)

CLASS – XI

UNIT-1

Let's Recall Tourism

Introduction

Tourism is a basic and most desirable human activity deserving the praise and encouragement of all people and all governments. In early years of this century tourism was not looked as industry but as a collection of business whose common link was to provide service to travellers with increasing standard of living, fast technological revolution. Today it has undoubtedly become an industry to be studied in its totality. It is an ever expanding service industry with latent vast growth potential and has therefore, become one of the crucial concerns of not only the nations but also of international community as a whole. It is a largely examined and questioned for its ample potential to give rise to changes in the economic, ecological, societal and cultural edifice of a country. Tourism is a genuinely powerful and unique force for change in the community. This study outlines its impact on economic, social and cultural life. However, two aspects of tourism - its capacity to generate employment, both directly as well as indirectly, and its potential to earn hard international currency for the host country have made this industry greatly desirable for all concerned: governments, planners, entrepreneurs and people in general. It has come, increasingly to occupy a place of importance not only for the business sector but also for the concerned academic and management institution.

Presently, the sphere of tourism is a world -wide phenomenon. It is regarded as a part of the globalization process. In essence, globalization involves the exchange flow of economic and intellectual items in terms of goods, knowledge, values and images, as well as people on a global scale.

This chapter examines the growth of tourism, the types of tourists, their motivations and experiences, foreign settlers and future developments; and it suggests the vast influence that tourism is having on the people and the environment.

The Concept of Tourism

Notionally, tourism as a phenomenon means the movement of people both within and across the national borders. But, it seems that over the years the definition of both tourism as well as tourist has undergone significant changes in their approach and understanding.

It was regarded that word tourism originated from the Latin word "Tornos", which means a tool for describing a circle or turner's wheel. It is from this word the concept of round or package tour was evolved. It was late as 1643 that this term was first used in the sense of travelling from place to place. In simple words tourism consists of all those trade which together satisfy the varied needs of the travellers.

According to **UNWTO** (United Nations World Tourism Organization) definition, Tourism may be defined as "**People who travel to and stay in places outside their usual environment for a minimum period of 24 hours and not more than one consecutive year for the sole purpose of leisure, pleasure, business and other purposes but not related to the exercise of an activity remunerated from within the place visited.**
When people leave their usual place of residence and work to have a change from their usual routine for a short time, they are called tourists. **"A tourist is a temporary visitor to a place and stay at the place overnight, i.e. for at least 24 hours is called a Tourist."**

Other important feature is that the purpose of the visit should not be to make a living in the place of visitor to take up an occupation or engage in activities remunerate in the place of visit.

The Growth of Tourism Industry

With the passage of time tourism has grown into a fully fledged industry. Tourism primarily is a service industry because it does not produce goods but renders services to various classes of people. In view of their special nature and complexity of their contribution to the tourism product, they may be described as tourist industry.

This industry is a complex aggregation of many industries which together satisfy the various needs of the travellers, where every penny spent by the traveller contributes to the prosperity and development of the travel industry. Tourism is probably a rare instance of an industry earning foreign exchange without exporting national wealth and further, it is the only smokeless industry that can generate sizable foreign exchange.

Categories of Tourism

Tourism is one of the world's fastest growing industries. People are not only travelling within the country but exploring other countries of the world.

Tourism can be categorized as international and domestic tourism.

i.   International Tourism:

Movement of tourist or people from one country to another country or to and between foreign countries is called an international tourism. In order to visit a foreign country, one may require a legally valid passport, visa, health documents and foreign currency. It may be inbound tourism and outbound tourism.

a) **Inbound Tourism:** Visit to a country by non-residents is called inbound tourism and tourist coming into a country from another country is called inbound tourist.

b) **Outbound Tourism:** residents of a country visiting another country are called outbound tourism and a tourist departing to a destination beyond the borders of the country of residence is called outbound tourists.

ii.   Domestic Tourism:

Movement of the tourists within one's own country is called domestic tourism and a person who engages in tourism in his/her own country is called a domestic tourist. It does not require formal travel documents and tedious formalities like international tourism. In domestic tourism, a traveller generally does not face much language problem or currency exchange issues. It is much easier and convenient than international tourism.

Elements of Tourism

Wahab (1975) opines about the anatomy or structural framework of the phenomenon as that "it is basically composed of three elements, namely

* ❖ **Man:**   The human element.
* ❖ **Space:**   The physical element to be necessarily covered by the act itself.
* ❖ **Time:**   The temporal element which is consumed by the trip itself and the stay at the distribution.

Of the three, the time element, however, is variable in line with the distance between the points of departure and the destination areas/ countries, modes of transport used and the duration or length of stay at the destination, etc.

Components of Tourism

Since tourism is an amalgamation of various sectors, there by tourism industry assumes a complex structure comprising of a wide variety of businesses/other organizations. The promotion of the countries tourism largely depends upon the various components of tourism. Tourism industry is composed of numerous components ranging from accommodation to recreation sectors.

The essential components include but not limited to transport accommodation, infrastructure, facilities and auxiliary or support services. Traveller needs various services, depending upon the needs and desires of travel. Since, the terms of tourism and tourism products are complex and without any well defined boundaries it is difficult to understand.

1. Transportation:

Transport is acknowledged as 'one of the most significant factors to have contributed to the international development of tourism'. Transport provides both the essential link between the tourism origin and destination areas and facilitates the movement of holiday makers, business travellers, people visiting friends and relatives and those undertaking educational tourism. In other words, it links the tourist to the destination, the accommodation, attractions and resources they consume and impact upon during their leisure time when on holiday. A tourist needs a mode of transport to reach the destination, whether by road, rail or air and even sea. There is no travel and tourism without the development of modes of transport. Historically, man used to move with the help of animals like horses, camels, elephants, etc. Post world war-I, the revolutionary invention of motor car has made private transport and travel easy. Further developments taken place and transport became much easy and convenient. Some developments which have taken place are listed below:

  a. Road Transport
  b. Rail Transport
  c. Sea Transport
  d. Air Transport

a) Road Transport

1. Buses:
Roads are the means to reach various remote places. Again where travel is of short distance, roads are preferred as a means of travel. A bus is a large automobile intended to carry numerous persons. This is a popular mode of travel in all parts of the world. It is economical, comfortable and provides safety to the tourists.

2. Motor Cars

Motor cars brought the concept of privacy to travel and thereby giving the traveller freedom of choice that led to private tourism. Automobile in its various shape and sizes and budgets has given the much needed fillip to the modern tourism concept of leisure and travel.

At the destination, tourists quite often use rental cars to travel outside of the confines of the tourist resort or region they are staying in. The rental car provides a mechanism by which the tourist can undertake the 'touring' element in a flexible and unstructured manner compared to the use of public transport that determines when and where the tourist can visit.

b) Rail Transport:

Rail system was first introduced in England and later in Europe. In USA, the organized rail travel was introduced in the early1870. And, in India the introduction of rail travel was done at the same time in the late19th century and today Indian railways, boasts as one of the largest public sector undertaking in the world, next only to Russia, carrying millions of passengers across the length and breadth of the country.

c) Sea Transport:

Shipping has made significant contribution to travel, especially in Europe; the steam ship was used to transport passengers and cargo across the continents. With the advancement of technology, sea transport is converted into pleasure travel with the introduction of luxury and cruise shipping

b. Air Transport:

The inventions and subsequent evolution of the flying machine has redefined the travel and tourism. It has led to the coverage of long miles of distances in a short span of time as airlines of different countries carry millions of passengers on domestic and international travel. Earlier it was considered to the privilege of the rich and wealthy people but slowly- slowly has started to reach the masses of other classes with the improved standards of living and increased people disposable income.

2. Accommodation:

Accommodation is a fundamental requirement for tourists who stay overnight in a locality and it comprises a significant sector of the tourism industry. Visit to a particular destination requires an adequate and sufficient accommodation for tourists in that area. Inadequate and insufficient accommodation causes inconvenience to the tourist and may result in adverse publicity leading to poor response from the present and potential customers. Hotels, resorts, lodges, motels, rest houses are to be built for attracting all classes of tourists. The other significant feature of accommodation is the provision of food. As any tourist destination attracts diverse customers with different food tastes and preferences, it is essential to bring uniformity in the offerings to satisfy diverse interests of the tourist.

a. Hotel:

A hotel can be defined as an establishment whose primary purpose is to provide accommodation services to a bonafide traveller and other services such as food & beverage services, house-keeping services, laundry services and uniform services.

b. Motel:

The word "motel" is formed by merging two words 'motor' and 'hotel'. They are located primarily on highways and provide modest lodgings to highway travellers.

c. Resort:

Hotels that are located at tourist destinations such as hill stations, sea beaches, and countryside are referred to as resort hotels. These hotels have a very calm and natural ambience and they are mostly away from cities and are located in pollution-free environs.

d. Timeshare Hotels:

Time share hotel is a hotel that is jointly owned by people who use it at different times. There the residents are also part owners who have brought the right to use a particular unit for one specific week or fortnight every year.

e. Condominium Hotel:

Condominium hotels are those which are owned by a single owner who might use it for some part of the year and rent it out for the remainder of the year.

f. Supplementary Accommodation:

Supplementary accommodations are those accommodations that are available outside the formal or organised accommodation sector. E.g. dak bungalows, Sarais, dharamshalas, etc.

g. Lodges:

Lodges are up country accommodation mostly sponsored by the local state. Some examples are forest lodges, country lodges, ski lodges etc.

3.   Food & Beverage:

Food & Beverage is a sector that specializes in the conceptualization, the making of, and delivery of foods. The largest section of F&B employees are in restaurants, bars including hotels, resorts and casinos.

a. Restaurant:

Establishment which prepares and serves food & drinks to customer in return for money.

b. Coffee Shop:

A casual popular priced restaurant similar to a diner (Open for 24 hours in hotels).

c. Food Court:

An indoor area with facility of counters of multiple food vendors and is a self served dinning.

d. Fast Food Chains:

Fast Food Chains are also known as quick service restaurants, is a specific type of restaurant characterized by its fast food.

e. Bars:

A retail establishment that serves alcoholic beverages, also the counter at which drinks are served by a bar tender.

f. Pubs:

Pub is a drinking establishment fundamental to culture of Britain, Ireland, Australia, Canada and New-Zealand.

g. Take Away Counters:

Food outlets with no seating arrangements. In these outlets customers pay before having their meal and collect their food from a separate counter.

h. Kiosks:

Kiosks are a booth with an open window or one side for selling small, inexpensive consumables such as confectionary items.

i. Vending Machines:

A machine which dispenses items such as snacks, beverages, alcohol, cigarettes etc. after customer inserts currency or credit.

4.   Attractions:

Tourism attractions are a vital part of the tourism industry because they provide the focus for tourist activities. The destination may offer natural attractions like natural scenic beauty of Himalayas, sunshine, or climatic features etc. The locale with its attractions and amenities, are the most important as these are the very basics to tourism.

a. Man-Made Resources Attractions:

One of the major growth sectors within the global tourism industry has been the evolution and development of man-made environments for tourism. It is often epitomized by the development of man-made wonders such as Eiffel tower in Paris, Taj Mahal in India (Agra), Great Wall of China, Disneyland, and more recently by adventure parks or by theme parks. The development of man-made attractions reflect the evolution of tourism and tourists spending for attractions as visitors are prepared to spend time and money on manmade attractions that fulfill a wide range of needs during their holiday experience.

b. Natural Resources:

For a place to be a tourist destination, it is important to be naturally aesthetic. The rivers, waterfalls, mountains, forests, deserts, lakes, etc. make a place an attractive tourist destination and attract millions of tourists from all over the world.

5. Information Technology:

There is a great significance of information technology in the development of tourism enterprises. The use of a wide range of electronic, computer based and communication based technologies support the various operations and help in the execution of business processes in tourism. One of the main tasks undertaken is the processing and facilitating of the flow of information within and between organizations and to and from the consumer. Usage of information technology in tourism industry helped in improving the business performance and productivity. It plays an essential role in developing new business by providing new ways of managing and organizing business activities. The internet has revolutionized the potential relationship between the consumer and the suppliers in the tourism supply chain which poses a challenge for the traditional intermediaries. It provides instant access and interactive multimedia information and a greater degree of interactivity at the consumers' convenience.

6. Activities:

Activities are important area of the attraction sector and in this context will be interpreted as comprising special recreational facilities like, trekking, surfing on the beaches, paragliding, cannoning, boating in a lake; swimming etc. attracts tourists to visit. And in this context it has also been seen that there is a growing interest of tourist in special events such as festivals, conferences, sports-related tourism. Localities recognize both the economic and marketing benefits of events and festivals as generating tourist related revenue and employment for their area and region, particularly where seasonality is pronounced.

a. Shopping:

Duty free shops are also the major tourist attraction and a major foreign exchange earner for any country. Here foreign and domestic goods are exempted from local excises making these goods cheaper than those in any local market. These are found primarily at airports that have recognized the value of such shops by opening extensive shopping arcades for transit passengers since it motivates millions of passengers to shop.

b. History and Cultural Significance:

Destinations with rich historical and cultural heritage show significant influence on the tourism

The choice of a place is invariably related to the historical background. The Pyramids of Egypt, ancient forts and palaces of Jaipur, etc., are some famous historical destinations around the world.

7. Essential Services:

Provision of add on facilities is a significant contributor for the development of tourism. The place of destination should be artificially developed to the maximum possible extent to expand the visibility and add value to the tourist. However, care should be taken not to disturb the originality of the place. Facilities provided to the tourists should include like good hospitals, safe environment, and availability of uncontaminated water, proper power supply, and good public sanitation conditions. Apart from these facilities, creation of courteous and friendly atmosphere at the destination place enhances the goodwill of the place and promotes future tourism. The atmosphere is not only dependent on the facilitation of tourism but also on the natives of the destination along with the administration like, police and communication systems that are in place propels the friendly atmosphere.

Impacts of Tourism Industry

The impact of tourism focuses on the specific change that tourism and tourists have initiated in the community this in particular explores the areas of work and property, power and conflict, social identity and family and belief. It has a multitude of impacts, both positive & negative, on people's lives and on the environment.

1) Economic Impact:

One of tourism's most salient influences is on the economy of the host country. Many tourism texts open with statistics proving the huge economic impact that tourism has in terms of cash flows, employment, gross domestic product (GDP) and so on. Of course, the influence of tourism on the economy is inevitably as diverse as are economies, cultures and the people visiting them. Tourism is a major global industry that provides huge opportunity for economic growth, foreign exchange earnings as well as employment and income generation for both the macro and micro-economy. It has been seen that tourism results in a range of economic impacts, both positive and negative depending on the location and social economic foundation of a destination.

Tourism is cited as an industry that can assist in generating foreign exchange and improve the economy and employment prospects of countries, regions and cities.

While the economic advantages of tourism are certainly clear, many negative aspects are apparent. Tourism simulates economic activity and it assists in increasing the overall economic status of a country.

Tourism can lead to increase in GDP. Economic benefits may be induced from tourism spending which directly benefits the tourism environment. While it is accepted that spending to a greater or lesser extent assists in local economic development, more refined ways of ensuring a flow of money to specific development projects in a more innovative approach.

Economic Influence of Tourism

Expanding opportunities often attract people from other region of the country. It has been noticed that young people and women appear to benefit

from tourism employment leading to the economic independence and a resultant weakening of the traditional authority of the family head.

In term of financial effect of tourism on work and property, we might frame them in a tripartite form commonly used in economic texts (Walton, 1993:220):

1. Direct effect:

The initial injection of tourist expenditure creates direct revenue for hotels, shops, restaurants, travel agents, transport operations and other tourist services.

2. Indirect effect:

The recipients of the direct expenditure generate additional revenues to businesses or producers supplying them with necessary inputs, example fuel for various form of transport, food for restaurants, equipment for hotels, construction of hotels etc.

3. Induced effect:

The beneficiaries of the direct and indirect effects spend their increased incomes on consumer and investment goods, which induce further consumption within the economy.

Limitations

a. Tourism development often creates inflationary effects on local economies, relating to land, property and goods.

b. Heavy reliance on tourism industry in any region or country to generate revenue is a much criticized policy. Some less developed countries rely on tourists for generating revenue / income. Decreased demand for tourism will have huge effects on the receiving country.

c. In many cases, foreign exchange generated by tourism activity may not benefit the economy of the destination. In less developed counties, there is a higher propensity to import due to a lack of supporting industries. In the case leakage rate is high and the multiplier effect cannot develop to its full potential.

2) Environmental Impact:

The most outstanding result of environmental influence of tourism is its impact as the built environment. A large hotel built overlooking good scenic beauty, beach. Shops have opened to service the visitors; the majority of outlets are geared towards the tourism market. Roads have been indented and built to enable easier access for coaches and berries. Beyond the valley, tunnels have been blasted out of mountains to ease access and an airport has been built in. Environment issues & Challenges

Around the globe, tourism is regarded as a pollution free industry as against other manufacturing industry, which can spoil the environment. Environment pollution is a challenge in the modern times. It is not common and limited just to places of industrial activity and urbanization but also spread to places of tourist interest.

Visit of tourists to different places results in the spoilage of the beaches, local, social and living systems, national parks, mountains, rivers etc. The damage may be in the form of writings on temples and historical places, removing pieces of marble from ancient contractions and churches; this shall deprive the originality of a structure and affects the beauty of the same. Below mentioned are some of the environmental issues rising because of tourism.

i. **Soil Compaction:**

Tourism often leads to soil compaction, usually unavoidable aspects of recreation activities. Compaction packs soil's loose particles together and reduces pore space, leading to a reduction in aeration and water infiltration. This increases water runoff from rain & melting snow, causing reduced water absorption, a loss of vegetation cover and soil erosion.

ii. **Species Habituate:**

   a. Habituation is often mistakenly seen as positive because it brings visitors closer to the wild life but frequent disturbance to animals is not being tolerated by them and once their level of tolerance is exceeded they may abandon their habitat.

   b. Due to the cutting of trees and diminishing of forest areas causes serious damage to the natural habitat to animals, birds and tribes.

   c. Urbanization of coastline, sand mining, beach and sand dune erosion, and soil erosion lead to degradation and loss of wild life habitats.

   d. Disruption of habitats puts increased pressure on endangered species.

iii. **Water Turbidity:**

Soil erosion is a frequent result of tourism infrastructure and recreation.

iv. **Plant Life:**

Laying down new roads and developing new infrastructure to stimulate tourism, adversely affects the plant life in the area.

v. **Deforestation:**

With cutting down of trees, habitat loss and fragmentation is taking place.

vi. **Climate:**

With the massive construction of hotels and resorts huge area is overcrowded with people adversely affective local climate and living.

vii. **Deterioration in Ecological Diversity and Biodiversity:**

Tourism creates significant contribution in reducing levels of biodiversity.

viii. **Water Pollution:**

Water Pollution is caused due to sewage outfall and sea dumping of waste causes marine water pollution.

ix. **Damage to Coastal Areas:**

Recreational activities like scuba diving, snorkeling and sport fishing, leads to damage to coral reefs and subsequent impacts on coastal protection and fisheries.

x. **Vegetation Impact:**

   a. Agricultural land is used for commercial purpose and results to the loss of area for production.

   b. The development of projects, particularly the road has lead to the destruction of vegetation in the valley.

3) Social Impact:

Tourism is related to the social system in a country and has definite impressions on the social system present in a society. In turn, society has

its influence on the human life and it is evident from various formal and informal groups one comes across during the course of the life. Tourism has become a status symbol. People travel as a reflection of their prestige and standing in the society. But, simultaneously with the development of tourism by allotting separate budget tourism activity is more planned and organized. With the development of tourism many facilities are created to motivate people to travel and get relived from the stress and burden of modern materialistic life. By touring different countries people get acquainted with different social customs and rituals, this creates a strong bond of relationship with local community and creates a sense of affinity among different nationals of the world, an essential prerequisite for universal peace.

But, simultaneously there are certain adverse implications of tourism on society such as:

a) Changing the family system and life styles of people with the invention of modes of transport and with increased urbanization many joint families are dissolute and nuclear family concept starting.

b) Under the disguise of tourist anti-social elements are entering into various target countries to spoil the peace and harmony in the society.

c) With the movement of people, many various types of diseases are also spreading and creating health-related problems among the host country people.

d) Tourism development leads to increase in number of crime in a locality. Problems like gambling, eve teasing, molestation, prostitutions and other related crime in the tourist area causes threat to the movement of people.

e) Tourists may engage in crime and illicit activities such as violent/ drunk behavior, drug smuggling and sex tourism.

4) Cultural Impacts:

The concept of cultural tourism has gained prominence as people are interested to know and get familiar with the life style, arts, music, customs and festivals of different parts of the world. Tourism allows exchange of cultures in promoting greater awareness on both sides.

Development of tourism as a vehicle for economic modernization and diversification almost invariably leads to changes and developments in the structure of society. This may be positive or negative. In the positive sense, there may be society wide improvements in income, employment opportunities, education, local infrastructure and services. On the negative side, there may be a threat posed to traditional social values, the creation of fractions of society and adaption or weakening of cultural values. The depth of the negative impacts depends on the tourist traffic and the diversity of tourists.

Positive impacts of cultural tourism:

There are several positive effects of tourism on culture. It helps to promote the culture of a country. There is an exchange of cultures as a tourist travel to different place. He/she learns new culture at the same time imports one's own culture into the local community. Cultural tourism promotes the handicrafts and local art. However, the adverse affect is that cheap imitations are diluting the advantage and damage the original artwork.

Negative impacts or limitation of cultural tourism:

Tourism as a unique and powerful phenomenon has a tremendous capacity of changing culture. Tourism is seen as having a strong influence on a culture, understood in the holistic sense, with impacts spreading throughout the culture.

a) Threat is posed to traditional social values and weakens the cultural values.

b) Exchange of culture tourism is allowing exchange of culture but with this the original culture is diluting day-by-day.

c) Cultural tourism contributes to universal brotherhood and promotes international place. At the same time may transform the local craft, folk art and festivals to suit the demands of a tourist, which shall affect the originality.

Summary

Tourism is one of the world's fastest growing industries and a major source of foreign exchange and employment generator for many countries. Tourism is the movement of people from their normal place of residence to another place (with the intention to return) for a minimum period of twenty four hours to a maximum of one year for the sole purpose of leisure and pleasure. There has been an up-market trend in tourism over the last few decades due to developments in technology and transport infrastructure as well as aggressive marketing of tour operators and travel agencies. The basic elements of tourism are "Man, Space and Time". It can be categorized as International, National and Internal tourism and can be differentiated as Inbound and Outbound tourism, and Foreign and domestic tourism. Tourism has a great impact economically, socially, culturally and also affects the environment. It contributes to the economic growth of a country by causing employment generation, foreign exchange earnings, and infrastructure development. It also promotes a wide range of related industries such as restaurants, retail and shopping, transportation, and cultural industries.

Practical Activity

❖ Prepare a project on the conservation of energy resources that are getting affected with the various activities of Tourists.

❖ Students need to prepare a chart revealing the negative impacts of Tourism on the Environment.

❖ Visit different tourist destinations of your city and prepare a report by taking feedback from the visitors regarding improvements that are required at tourist destinations.

❖ Project work on environmental impact of tourism.

UNIT-2
Evolution and Growth of Hotels

The invention of currency and the wheel sometime in the fifth century BC are regarded as the two main factors that led to the emergence of inn-keeping and hospitality as a commercial activity. While Europe can safely be regarded as the cradle of organized hotel business, it is in the American continent that one sees the evolution of the modern hotel industry over the past century. From the rudimentary ancient inns to the present day state-of-the-art establishments that provide everything under the sun to the modern traveller, the hotel industry has come a long way. The origin and growth of the hotel industry in the world can be broadly studied under the following periods:

- ❖ Ancient Era
- ❖ Grand Tour
- ❖ Modern Era

Ancient Era:

The earliest recorded evidence of the hospitality facilities in Europe dates back to 500 BC. Ancient cities, such as Corinth in Greece, had a substantial number of establishments that offered food and drink as well as beds to travellers. The inns of the biblical era were of primitive type, offering a cot or bench in the corner of a room and, at times, even a stable. Travellers used to stay in a larger hall. Privacy and personal sanitation were non-existent. In the third century Ad, numerous lodging premises mushroomed along the extensive network of brick paved roads throughout Europe and minor Asia (part of Asia adjoining Europe). The lodging houses were known as mansions during that time.

These conditions prevailed for several hundred years, till the Industrial revolution in England led to the development of railways and steamships, making travelling more efficient, comfortable, and faster. The Industrial revolution also bought about a shift in the focus of travel that became more business-oriented than educational or social.

The lead in organized hotel keeping, as we see it today, was taken by the emerging nations of Europe, especially Switzerland. The early establishments were mainly patronized by the aristocracy, and took shape in chalets (small cottages) and small hotels that provided a variety of services. Between 1750 and 1825, inns in Britain gained the reputation of being the finest hospitality establishments.

Grand Tour:

The second half of the eighteenth century, prior to the French revolution (1789-99), is referred as the 'golden era of travel' as the popularity of the 'Grand Tour' gave a big push to the hotel industry. In those days, a Grand Tour of the European continent constituted as indispensable element of the education of scions of wealthy families in Britain. As this tour often lasted several years, it was a good business opportunity for people in the prominent cities of France, Italy, Germany, Austria, Switzerland, and Ireland to establish lodging, transportation, and recreation facilities. Far-sighted entrepreneurs, who smelt money in the exercise, developed the skills of hospitality and pioneered the modern hotel industry.

Prominent among the hotels that emerged during this period were dolder Grand in Zurich, The Imperial in Vienna, the Vier Jahreszeiten in Hamburg, and des Bergues in Geneva. In 1841, a simple cabinet maker, Thomas Cook, organized a rail tour from Leicester to Loughborough and immortalized himself as the world's first tour operator.

The improvisation in modes of transport made journeys safer, easier, and faster, enabling economical as well as frequent mass movement. The introduction of Funiculars (the ropeway) made high altitude mountains accessible, leading to the growth of many hotels in the Alpine ranges. Bürgenstock and Giessbach are among the hotels in Switzerland that owe their existence to the development of the ropeways.

The two world wars, especially the second (1939-45), took their toll on the hospitality industry. The massive destruction caused by the war and the resulting economic depression proved to be a major setback for travel business. The 1950s witnessed slow and steady growth of travel in the European continent. The development of aircraft and commercial passenger flights across the Atlantic stimulated travel across the globe, and in the process accelerated the growth of the hotel industry.

But it is the American entrepreneurs who are credited with literally changing the face of the hospitality industry with their innovations and aggressive marketing. The inauguration of the City Hotel in New York in 1794 marked the beginning of the present-day hotel industry. It was a 'giant' building at that time, with 73 rooms, and it went on to become a favourite meeting ground for socialites.

Prior to the establishment of the City Hotel, lodging facilities in the American continent were patterned on European style taverns or inns. The City Hotel, however, triggered a race of sorts among American hoteliers, resulting in the construction of large hotels like the Exchange Coffee House in Boston, the second City Hotel in Baltimore, Mansion House in Philadelphia, etc. the opening of the Tremont House in Boston is another landmark in the evolution of the hotel industry. Regarded as a forerunner of luxury hotels, the 170-room hotel had many firsts to its credit. For example, it was the first to provide locks, indoor plumbing, running water, and bathing facilities, besides providing a bowl, pitcher, and free soaps in its rooms. It was also the first to provide front office services like bell boys and a reception. It was also the first hotel to serve French cuisine in the US.

Throughout the nineteenth century, the contest among hoteliers to build better, larger, and most luxurious hotels continued. Several luxury hotels, like the Grand Pacific, The Palmer House, and The Sherman House in Chicago, as well as The Palace (with 800 rooms) in San Francisco were built. The year 1908 saw the emergence of the first business hotel, the Statler Hotel in Buffalo, New York. This magnificent 450-room multi-storey building was a pioneer in many ways. Some of the innovations included an attached bathroom with hot and cold water in each room, an electric lamp on the desk, and the radio in each room.

The decade of the great depression in the 1930s witnessed the liquidity of most the hotels in America. The hotel industry streamlined with slow and steady growth during the 1940s. The increase in automobile travel in the 1950s led to the rise of 'motor hotels' or motels, a new category in the hotel industry. The motels, which offered free parking facilities, served as rest houses for people travelling between two cities or tourist destinations. The following decades saw the growth of the motels on a large scale, an also the introduction of budget hotels that offered basic facilities at half the rates. Gradually, with the passage of time, these evolved into countrywide and international chains.

Evolution and Growth of the Hotel Industry in India.

The origin and evolution of the hotel industry in the country can be broadly categorized in the following three periods:

- ❖ Ancient and Medieval Era
- ❖ Colonial Era
- ❖ Modern Era

Ancient and Medieval Era- From Indus Valley Civilization to AD 1600

The beginning of the hospitality sector in India stand rooted in the Hindu philosophy of *athithi devo bhava*, which imply that an unannounced guest is to be accorded the status of God. While it is not clear when hospitality emerged as a commercial activity in ancient India, there is evidence of accommodation facilities for travellers and guests, though not as organized as we see them today. The lodging houses during those times were known as dharmashalas (*dharma* in Sanskrit means religion and *shala* is school).

Dharmashalas, the resting place for pilgrims, are believed to have their origins in village *chaupals*, which served as a meeting ground for villagers to plan and discuss various social welfare and development measures. These became the places of lodging, as travellers started putting up camps there due to safety reasons. Other words in literature that are indicative of offering facilities to travellers are *anna-kshetras* (*anna* means food grains and *kshetra* means area), *bhojanalaya(bhojana* means meal and *alaya* means house.

Colonial Era- From 1601-1947

The organized existence of the hotel industry in India started taking shape during the colonial period, with the arrival of Europeans in the 17th century. The early hotels were mostly operated by people of foreign origin to cater to the needs of the European colonizers and later officials of the Raj. In 1903, Jameshtji Nusserwanji Tata, inaugurated the Taj Mahal Palace and Tower hotel overlooking the Gateway of India in Mumbai, following a racial discrimination incident where in he was refused entry into the Watson's Hotel for being an Indian.

Until 1900, almost all hotels were constructed and run as per Western traditions. The first Indian
style hotels were Sardar Griha, which opened in 1900, and Madhavashram in 1908. The two world wars brought a fresh lot of hotels to Mumbai, an important port city of the times. The Ritz, The Ambassador, West End, and Airlines, which opened during these years, are fondly referred to as
'war babies' by industry historians.

Modern Era- 1947 Onwards

After independence, there were big leaps in the hotel trade in the country. The Oberoi Group of Hotels (founded by Rai Bahadur Mohan Singh Oberoi) and the Taj Group took over several British properties maintained high standards of service and quality, and expanded their business overseas. The later decades saw corporate like the ITC (Indian Tobacco Company) also join the hotel industry with properties under ITC Welcome Group. The year 1949 saw the organization of four regional

hotels and restaurants associations with head offices in Delhi, Mumbai, Calcutta and Madras (now Chennai). These associations were linked in a federation, the Federation of Hotels and Restaurants in India (FHRAI), in 1955. The federation serves as an interface between the hospitality industry, political leadership, government, international associations, and other stakeholders in the trade.

The Ashok Hotel in Delhi's diplomatic enclave has the distinction of being the first luxury hotel built by the government. It was founded in 1956 to host Independent India's first ever international event, a United Nations Industrial Development Organization (UNIDO) conference. Realizing the importance and potential of the tourism and hospitality industry, the government constituted India Tourism Development Corporation (ITDC) in 1966, which opened many large and small hotels across the country. The most popular face of ITDC is the Ashok Group of Hotels that provides a wide range of hospitality-related services.

Over the last few decades, various well – known international hotel chains have come to India. These include Hyatt Hotels and Resorts, Intercontinental Hotels and Resorts, Marriot International, Hilton Hotels, Best Western International, Shangri-La Hotels and Resorts and Carlson Hotels Worldwide.

Summary

India is a large market for travel and tourism. It offers a diverse portfolio of niche tourism products - cruises, adventure, medical, wellness, sports, MICE, eco-tourism, film, rural and religious tourism. India has been recognized as a destination for spiritual tourism for domestic and international tourists. The launch of several branding and marketing initiatives by the Government of India such as 'Incredible India!' and 'Athiti Devo Bhava' has provided a focused impetus to growth. The Indian government has also released a fresh category of visa - the medical visa or M visa, to encourage medical tourism in the country. Incredible India 2.0 campaign was launched in September 2017. In September 2018, the Indian government launched the 'Incredible India Mobile App' to assist the traveller to India and showcase major experiences for travelling. The Government of India is working to achieve one per cent share in world's international tourist arrivals by 2020 and two per cent share by 2025.

Practical Activity

❖ Prepare charts on different era of growth of hotels in India.
❖ Group Discussion on this topic.

UNIT-3
Communication Skills

Introduction

Communication is a necessary condition of human existence and social organization. But the importance of communication in business organization came to be realized quite late. Traditionally it was regarded as a taken-for-granted affair. However, over the last half century or so serious studies and experiments have shown that every organization is a society in which there are people operating at different levels. They have their multiple differences, approaches, opinions and constraints. In order to achieve common goals, proper interaction between and amongst them is must.

Communication is essentially the ability of one person to make contact with another and to make him or herself understood. It is the process by which meanings are exchanged between people through the use of a common set of symbols .It is the most important of all our activities as it has helped us to organize ourselves as a civilized society. In a civilized society there are well defined roles for all and one. The only way to play these roles is through communication.

Meaning of Communication

Most of the time we are in a situation or another that involves communication. Even then it is worthwhile to make an attempt to understand the exact meaning and nature of this most important activity of ours. The word 'communicate' comes from the Latin verb 'communicare' that means to impart, to participate, to share or to make common. By virtue of its Latin origin it is also the source of English word 'Common'. Whatever is common is shared by all. Hence the sense of 'sharing' is inherent in the very origin and nature of communication. And, what is that we share in communication?

The English word 'communication' has been derived from the Latin word COMMUNIS which means common, consequently it impels that the communication is common understanding through communion of minds and hearts. This common understanding results not only through transfer of information and idea but also from transmission of the attitude.

Definitions of Communication:

a. According to **W.H. Norman & Summer** "Communication is an exchange of facts, ideas, opinions or emotions by two or more persons."

b. **D. E. Mc Farland** broadly defined "Communication as the process of meaningful interaction among human beings. More specifically it is the process by which meanings are perceived and understanding is reached among human beings."

c. As per the definition of **Louis A. Allen** "Communication is the sum total of all the things that a person does, when he wants to create an understanding in the minds of another. It involves a systematic and continuous process of telling, listing and understanding."

d. **Keith Davis** has defined communication as "the process of passing information and understanding from person to another. It is essentially a bridge of meaning between the people. By using the bridge a person can safely cross the river of misunderstanding".

Communication Process

Communication process is concerned with sharing and understanding of information. The important elements that are involved in it are given below:

1) Sender:

The communication process starts with the sender. Sender is the person or group who wants to transmit the message to another person or group. They are not interested in the words, date or symbols themselves but use them for conveying meaning to others.

2) Message:

The physical form of the idea or information conveyed by the sender to the receiver which can be understood through receiver's sensory receptors (hearing, seeing, smelling, feeling, touching).

Messages are not the meanings but indicative of meaning (for example, a manager reminds a worker about a deadline with an intention to cooperate but the worker interprets it as an indicator of annoyance).

3) Encoding:

Encoding is putting the meaning of the message into appropriate words, symbols, gestures or other forms of expression for the purpose of sending an international message.

4) Channel:

Channel or medium is the method or vehicle used to transmit the message. For business communication, commonly used Channels are telephones, letters, memos, E-mail etc.

5) Receiver:

The person or group, who perceives the message and attaches same meaning to the message, is the receiver.

In the reasonable good communication situation, the intended message is received by the receiver. But in imperfect situation, it is possible that the delivered written message may be buried under heaps of paper lying on the recipient's desk, or oral message may be forgotten by the listener. By definition if there is no receiver, there is no communication.

6) Decoding:

Even if message is received, it is possible that it is not understood in the same sense and spirit, as the sender intended it to be, because the receiver decodes it differently. Decoding means attaching meaning to the message.

7) Feedback:

Feedback is the reversal of the communication process in which the receiver expresses the response of the sender's message. The response or reaction may be smiles, sighs, or may be asking question or calling further explanation.

Communication Models

## a) One-way Communication Model:

In one-way communication, there is no feedback from the receiver to the sender. Here the sender is not sure of the receipt of information as well as its understanding by the recipient.

b) Two-way Communication Model:

Unlike one-way Communication, in two-way communication there is an active feedback from the receiver to the sender to ensure that the receiver has understood the same meaning which the sender intended to convey.

Communication Theory

The conceptual model of how communication occurs is illustrated in Figure 3.5 A. A message is transmitted from a source, through a communication medium to a destination. The aim is to reproduce the source's message at the destination. However, sometimes this does not happen, as the message becomes distorted because of noise or interference as it passes through the communication medium.

SOURCE   MESSAGE   DESTINATION
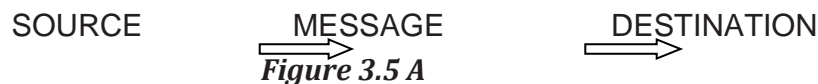
Figure 3.5 A

Communication Occurs in Three Different Modes:

1. **Simplex:**

Simplex communication allows messages to flow in one direction only (Figure 3.5 B).The sender is always the sender and the receiver is always the receiver. An example of simplex communication is a television broadcast, where a signal is sent from a television station to people watching their television sets.

Message

Sender ——————————— Receiver

Figure 3.5 B

2. **Half-Duplex:**

Half-duplex communication allows messages to flow in both directions, but not at the same time (Figure 3.5 C). The sender and the receiver alternate, with each side waiting for the other to finish before responding. A good (although slow) example of half-duplex mode is communicating by post. Each person waits for the other's letter before replying.

MESSAGE

Sender ——————————— Receiver

MESSAGE

Receiver ——————————→ Sender
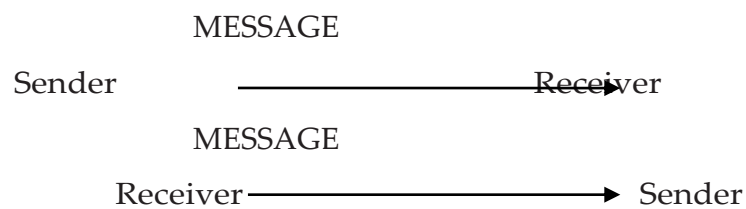
Figure 3.5

3. **Duplex:**

Duplex communication allows messages to flow in both directions simultaneously

(Figure 3.5 d). Both ends send and receive at the same time. People are not good at duplex communication, as can be seen when two people try to talk at the same time. Computers, on the other hand, do not have this limitation.
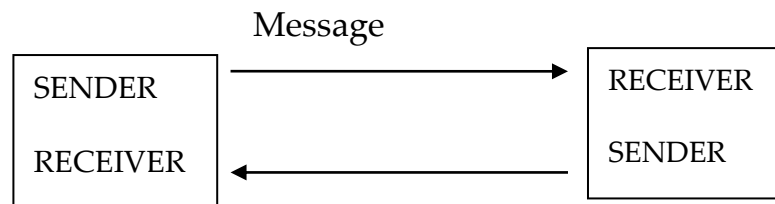
Message

| SENDER | → | RECEIVER |
| RECEIVER | ← | SENDER |

Figure 3.5 D

Types of Communication

Communication as the way of conveying and exchanging one's ideas, opinions and emotions, can take countless forms. These forms will differ depending upon the availability of feedback, use of verbal or non- verbal signs etc. Some of the popular forms or types of communication are as follows:

1. ### Verbal Communication and Non-verbal Communication:

   Verbal Communication:

   Verbal communication refers to the form of communication in which message is transmitted verbally. An example of verbal communication is the across counter communication. The advantage of this type of communication is that there is less chance of 'mis-conception'. The original undistorted message gets on the way before it reaches the receiver, and there is no chance of 'lack of communication'. Other examples of verbal communication can be announcement, speech and lecture etc.

   Communication through words is done by word of mouth or a piece of writing. Communication is thus further divided into:

   a) Oral Communication
   b) Written Communication

   a) Oral Communication:

   Man is the only specie gifted with language, and the use of language is primarily in speech. In any organization, both formally and informally, we communicate more orally than in writing. It is primarily oral communication that builds up human relationships. Oral communication may be face-to-face, by telephone or by video conferencing system in which people will share all sorts of ideas, feelings etc. Oral communication is more flexible. But, the drawback is that it lacks in proof or authenticity as it does not have the permanence of writing. It is heard and sooner or later forgotten.

   b) Written Communication:

   Written communication is essentially a creative activity. It is an activity that requires conscious and creative effort. In writing there are certain rules of grammar that have to be strictly followed. It has the advantage of providing records for further reference but its disadvantage is inability to get immediate feedback and is also a costly process. It costs a lot in terms of stationary, and the people involved in typing and sending out letters. Written communication can be done with the help of letters, reports, memos etc.

Non-Verbal Communication:

Man does not communicate through word alone, or only through writing, speaking and listening. There is another aspect of communication i.e. the non-verbal aspect. Non- verbal communication means the sending or receiving of message other than oral or written words. It is a communication in which transmission can be through facial expressions, body movements, gestures, voice tone/pitch, eye contacts, silence etc. Body language does not employ words and is therefore called non-verbal communication. Usually non-verbal communication occurs unconsciously. Our body language determines the meaning of communication to a large extent. Studies reveal that more than 65% of human communication is through non-verbal clues than through written or spoken words.

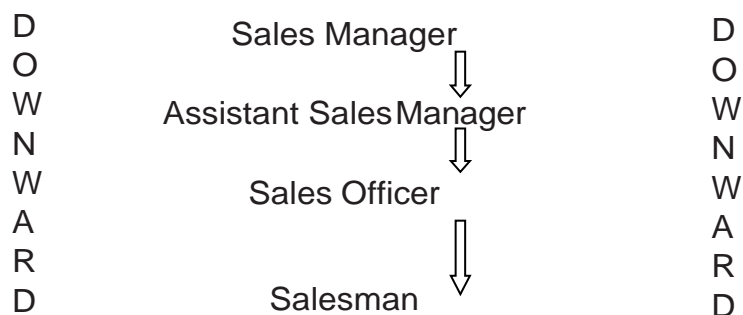## 2. Formal Communication & Informal Communication:

All communication takes some way, or passage through some well defined, easily identifiable stages.

Formal Communication:

Formal communication can be defined as a means of communication in which certain rules, conventions and principles are followed while communicating message. It occurs in formal and official style. It is normally controlled by managers, or people occupying similar positions in an organization. This type of communication is structured on the basis of hierarchy, authority and accountability. Departmental meeting, conferences, circulars, news, interviews etc. are examples of formal communication. This is designed to ensure uniformity in dissemination of information and to ensure accountability. This may be downward, upward or lateral.

**a) Downward Communication:**

Any organization has an inbuilt hierarchical system, and in that, communication invariably flows downward. People operating at higher levels have the authority to communicate to the people at the lower levels. In short, downward communication refers to the flow of information from superior to subordinate in the organization hierarchy.

```
D                Sales Manager                D
O                     ⇓                        O
W          Assistant Sales Manager            W
N                     ⇓                        N
W              Sales Officer                   W
A                                              A
R                     ⇓                        R
D              Salesman    ∨                   D
```

b) Upward Communication:

Upward communication is a process of information flowing from lower levels of hierarchy to the upper levels. The main function of this is to supply information to the upper levels about what is happening at the lower levels. It is just the reverse of the previous dimensions. This type of communication is becoming more and more popular in organizations as traditional forms of communication are becoming less

popular. Upward communication helps employees to express their requirements, ideas and feelings and for the top management, upward communication is an important source of information for business decisions. It helps in alerting top management about the requirement of changes in an organization.
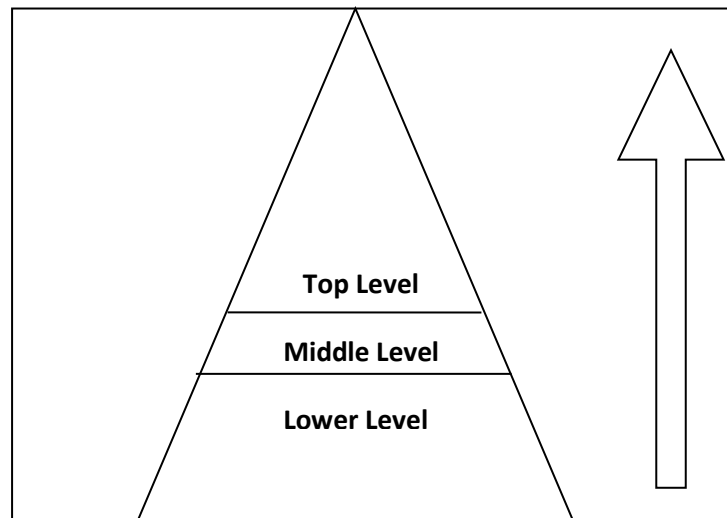
c) Lateral or Horizontal Communication:

Lateral is the horizontal flow of message among colleagues. When communication takes place between two or more person who are subordinates working under the same person or those who are working on the same level, it is called lateral or horizontal communication.

Each form of communication has its own importance. "Downward communication commands and instructs, upward communication informs, lateral communication coordinates".

Informal Communication: Informal Communication is relatively less structured and spontaneous communication arising out of day to day routine and meeting among peers. It is done by using channels that are in contrast with formal communication channels. In informal communication use of slang words/ foul language is not restricted. It is just a casual talk unlike formal communication does not follow authority lines. This type of communication runs in all directions – horizontal, vertical, diagonal. Examples of informal communication are conversation at lunch time, talks at functions and wherever people get together in groups.

3. Inter Personal and Intra Personal Communication:

Interpersonal Communication: Interpersonal Communication is a communication that is taking place among two or more persons.

Intra Personal Communication: Intra personal communication is internal dialogue occurring within the mind of an individual. It may be clear or confused, depending upon the individual's state of mind.

If the individual's mind is in trouble and turmoil, the message will be unclear, vague and confused. On the other hand, if the mind is silent and still, the internal dialogue will become clear and perceptions of the individual will be more wide and broad. To convey a message in an effective way with desired effect, it is essential that intra-personal communication should be clear.

3. One Way Communication and Two Way Communication:

One Way Communication: One way Communication is characterized by absence of feedback from the receiver to the sender. Here role of the sender and the receiver are isolated, not interdependent. The sender conveys the message and the receiver has to make out the meaning on his own as there is no scope for check back. The effectiveness of this way of communication depends upon the speaker's, inferential ability and the receiver's listening skill.

Two Way Communications: It involves active feedback from the receiver to the sender to ensure that the receiver has understood the same message which the sender intended to convey. This form of communication being move interactive and interpersonal, allows better mutual understanding.

Importance of Communication in Hotel Industry

Communication is a necessary condition of human existence and social organization. Good communication is important for establishing a long lasting relationship between a hotel and its guests.

World is changing fast, and with it every organizations is becoming more and more sophisticated. Communication is necessary condition of employee and organizational existence. Most of the management problems arise because of lack of effective communication. If the communication system is properly devised the chances of mis-representation or misunderstanding are minimized. If the hotelier is not aware of the relations and feelings of their subordinates and guests, their planning will collapse and numerous obstacles will crop up. Good communication is important for establishing a long lasting relationship between a hotel and its guests. Without effective communication, organization cannot perform well, management cannot discharge its functions smoothly and the whole business is reduced to a standstill. It helps to resolve various issues and problems. Thus, effective communication matters a lot to satisfy and please guest. The importance of communication in hotel industry is evident from the following points.

1. Developing Plans:

To run a hotel or any organization effectively, managers need information from all departments. Based on this information planning and distribution of work takes place for example, having an information about expected arrivals or departure of the day, VIP in house and their relevant details enables the manager to prepare the duty roster and assign duties to employees accordingly. Good communication therefore leads to effective planning.

2. Establishing and Dissemination of the Goals:

Communication is essential for efficient and successful working of an enterprise. Through communication healthy and conducive environment is created. Organizational goals and objectives are communicated to the employees and various resources necessary for their accomplishment are co-ordinated.

3. Lack of Communication:

The communication failures often prove costly for an organization. Lack of information or delay in receiving message affects the performance of work. It indirectly creates low morale among the employees and affects productivity and production. For example, delay in VIP arrival information to various departments employees would result in depriving the guest from receiving special services.

4. Organizing Human and other Resources:

Effective communication helps in planning and organizing work appropriately. Depending upon the requirement of work, numbers of employees are assigned and required inputs in the form of various resources are provided to them. Proper transmission of message positively affects human planning and proper resource allocation. For example, having information about number of excepted arrivals and guests In-house helps executive chef to do indenting accordingly in order to avoid over production or under production.

5. Controlling Performance:

Communication is especially essential in controlling performance. Lack of communication causes failure in work performance. Communication between various department heads and specialists with varied allegiances and assumptions results in exchange information and overcome various flaws that influence the productivity of the work.

6. Job Satisfaction and Enrichment:

Bad communication results into illusions and misunderstanding among employees and executives. As a result their behavior becomes defensive and consequently leads to low morale, low satisfaction and low productivity. Effective communication overcomes illusion and misunderstanding among people at work. It contributes to greater co-operation among them, enhances their moral and job satisfaction and provides enrichment to their quality of life.

7. Building Cordial Relationship with External Parties:

Effective communication is not only essential for uninterrupted working of an organization, but also for maintaining good relations with external parties such as customers, suppliers, trade unions and agents etc.

8. Defect free Product Quality Services:

These days hotel industry is believing and emphasizing on providing defect free products and quality services to their guests. To provide zero –defect product and quality service, it requires proper and healthy communication of company with customers.

9. To Meet Changing Demand:

In the era of rapid advancements the technology and accelerating rate of obsolescence, the organizations have to continuously learn and innovate. For this, it is essential that they share and gain required knowledge from employees of other organizations. For acquiring and spreading of information and knowledge, communication is essential.

10. Taking Decisions:

Most of the time, manager needs to make important decisions. And, this is only feasible when the required information is available. After going through the information and studying various available options, suitable alternative can be chosen. Thus, good communication plays an essential role in decision making by providing related information.

11. Leading, Directing and Motivating:

For the process of leading, directing and motivating communication is required. A good leader or a manager has to lead, direct, motivate and create a climate in which people want to contribute their best and this can be done by making them talk and allowing to share and receive ideas. It helps to raise the morale of the employee and increases its productivity. As a leader, the manager has to influence the behavior of his

subordinates so that they willingly perform work. Unless the effective communication is there, he cannot influence and inspire employees.

Barriers to Communication

Communication is complete and perfect when the receiver understands the message in the same sense and spirit as the communication intends to convey. Here, idea and information reached to and responded by receiver remain unaltered and undistorted. But practically it has been noticed that such perfect and complete communication does not take place because of certain obstacles or other factors known as communication barriers.

There are innumerable instances of miscommunication, mal-communication, in complete communication, misconstrued communication and so on. Managers often complain about communication breakdowns as one of their most important problems. Specialists in the field have made serious studies regarding these problems and come up with useful insights into what have widely come to be known as 'barriers' to communication. Barriers make the communication incomplete, unforceful and ineffective.

Proper identification of these barriers is as important and imperative as diagnosis of ailment for its remedy. As the process of communication involves sender, channels and receiver, the problem of communication usually lies with either one or more of them. There may be certain flaws in encoding and decoding the message, the channels used may be defective as faulty. Many obstacles obstruct the free flow of communication. These obstacles /hurdles which may convey incorrect meaning, or prevent a message from being communicated entirely may be categorized into the following groups.

1) Semantic Barriers

2) Physical Barriers

3) Organizational Barriers

4) Psychological Barriers

1) Semantic Barriers:

Communication is primarily concerned with the transmission of meaning. Any problems arising from the expression/transmission of meaning are called semantic problems or barriers. These are concerned with problems and obstructions in the process of encoding and decoding the message into words or other impressions. The use of different languages, different interpretations of different words and symbols, poor vocabulary and poor grammatical knowledge are some of the semantic barriers.

a) Different Languages:	Where there is no common vehicle to convey ideas wrong Interpretation can be done by the receiver. Those organizations having no common language this is an obvious barrier. This problem is more acute in culturally diversified organizations and multinationals.
b) Usage of Jargon:	During communication, the sender might use jargon, abbreviation or overly complicated terms and sentences. Usage of such terms may convey

meaning to a limited group or might be incomprehensible to large segment of receiver.

Example: use of terms in hotel industry like MOP, EDA, EDD OOO, HWC, DND, EP, CP, AP, MAP, B and B and so on which are common for an hotelier but are incomprehensible to a person who does not belong to the hotel industry.

c) Words and Symbols: Words and symbols used have several meanings depending upon the context in which they are used. Unless the context of words and symbols used is known the receiver may misinterpret them because of preconceived ideas.

d) Poor Lack of Vocabulary: Lacking of proper words hinders the communicator to convey written or verbal message in right sense. One must aim at simplicity, clarity and brevity of the used words so as to minimize the chances of different interpretation. If the inappropriate and inadequate words are used, they will not make clear the idea to be communicated.

2) Physical Barriers:

Unfortunately communication is very often affected by various physical barriers. Some of the physical barriers are noise that occurs primarily at the transmission level, distance between sender and receiver, unrestricted flow of information, and many more.

a) Noise:

The word 'noise' means "Interference that occurs is a signal, reduces the clarity and effectiveness of communication and prevents receiver from hearing sound properly".

It may be physical or psychological, written or visual. Noise distances the persons communicating therefore, the first major physical barriers to communication. In hotel industry for example in engineering plant area and kitchen area where there are running motors, engines and machines making constant loud noise, oral communication becomes difficult. Use of heavy kitchen and housekeeping equipments bound to interfere with employees' conversation.

Noise is not just all this. Its wider connotations include many other factors that are likely to hinder communication. And these factors may exist at the level of the sender as well as that of the receiver. For example, on the sender's part encoding may be faulty because of the use of confusing or ambiguous symbols. And at the receiver's level reception may be inaccurate because of inattentiveness. Similarly mental trouble and turmoil affect the receiver's listening and understanding the message (Psychological noise).

Bad handwriting and incorrect typing irritates the reader not to speak of understanding the contents (written noise). The late arrival of employee results in distraction of superior's attention (visual noise).

b) Improper Time:

Improper timing of communication also hinders the process of communication, e.g. delegation of work at end of the day and to be executed on an urgent basis, may

cause resentment in the employee who was ready to leave for his home.

c) Distance:

The distance sender and receiver acts as barrier is the communication process as the sender has to speak loudly to convey the message. Wider the gap, communication becomes ineffective. It can be overcome by the proper use of telephone, fax machines etc.

d) Information Inadequate or Overloaded:

Inadequate information falls short to convey the message and unrestricted flow of information becomes another barrier. It distracts the reader's attention and dilutes the theme of message.

It is imperative that information should be adequate, neither less than desired nor more than warranted. If this is not so, it fails to serve the purpose of communication.

In this way we see in physical communication barriers, noise is not just one single factor but a whole range of factors rolled into one big barricade that we must make every effort to overcome.

3) Organizational Barriers:

For the development and growth of an organization it needs to overcome number of organizational barriers. Organizational barriers raise number of conflicts and create hurdles in the growth of an organization. Some of the organizational barriers are:

a) Goal Conflicts:

Various units and sub-units in an organization internalize their own goals, leading to splitting or bifurcation of interests. This internalization of sub-unit goals leads to goal conflicts while communication can be a conflict-reduction mechanism. Conflict acts as a communication reduction mechanism. When two parties are in conflict, Communication is minimal. When people start competing for the fulfillment of their narrow sectional interest a number of barriers to communication arise.

b) Rules and Regulations:

Organizational rules and regulations may restrict the flow of messages and act as hindrance in the communication process. Sometimes it happens that important messages are omitted or manipulated. Observance of rigid rules and regulations relating to communication causes delay of message and discouragement to employee is conveying their creative and innovative ideas. On the other hand, where such rules and regulations are flexible and communication is free, employees feel encouraged and motivated to come up with new ideas and opinions.

c) Hierarchical Relationship:

Hierarchical, formal boss subordinate relationship in organization structure also restricts the free flow of communication specially is upward direction. The greater the difference in hierarchical position, the greater is the communication gap between employees and executives.

d) Insufficient Period for Adjustment:

The management of the hotel may decide to change employees' shift timings, an employee's transfer to another department, changed in type or order of work, decision regarding the skills to be used and so on. Now, the management decides to send communications regarding further training, career adjustment etc. People respond to change in different ways, and they require their own time to think about the full meaning, implications and consequences of the message. It is, therefore, important to give them sufficient time. Only then the communication will be effective.

e) Offensive Style of Communication:

The greatest barrier to communication is quite often the style of communication

used by manger. When a manager sends a message in such a way that the workers become defensive, he/she contributes to the negative factor of poor inter-personal relationship. And if the relationships are already strained, any offensive style adopted by the manger is bound to lead to communication breakdown.

f) Non-conducting of Staff Meetings:

To overcome communication barrier certain organizations conduct staff meetings to know the grievances and suggestions of employees. In organizations where such meetings are missing, free flow of communication is interrupted and the communication gap widens.

g) Choosing Wrong Channel:

There are many medium and channels of communication available, like one to one, oral, telephonic, E-mail, and audio visual. Each channel is not ideal and perfect in every situation. Depending upon requirement of communication, channel should be selected. Proper and full transmission of message widely depends upon the choice of channel of communication.

4) Psychological Barriers:

Psychological barriers arise from motives, attitudes, opinions, emotions, social values, place in the society and status, different perceptions, etc. All these factors deeply influence one's ability to communicate both as a sender and receiver, both in encoding and decoding the messages. These create a psychological distance, cause misunderstanding among people at work and hinder the communication process.

a) Selective Perception:

It means that the receiver selectively see and hear depending upon their needs, motives, experience, background and other personal characteristics.

Our sensory receptors have their own limitations. As a result we perceive not the whole spectrum, but few selective symbols. Because, of our selective perception, we cannot communicate properly. It results into misunderstanding and misinterpretations and makes communication ineffective.

b) Emotions:

Encoding and decoding of messages depends to quite some extent on one's emotional state at a particular time. Extreme emotions, like jubilation or depression, are likely to hinder effective communication. Positive emotions such as love, affection and compassion smoothen the flow of communication where as negative emotions such as hatred, anger, anxiety obstruct the communication process. Therefore effective communication requires a soothed heart and a silent mind.

c) Poor Retention:

Human memory cannot store everything. Depending upon one's mental makeup, there is a necessity of repeating the message using several channels. Therefore organizations often use more than one medium to communicate the same message.

d) Poor Listening:

Poor listening causes serious problems in communication. Most of the people just hear, do not listen attentively. If they listen, they listen only the desired part and ignore the undesired part of the message. These poor listening retards the communication flow and prevents the understanding of the real meanings.

e) Egotism:

Egotism is diametrically opposite to transmission of understanding. The self-centered persons think that their own ideas are more important and others are wrong. Such people are bad listeners. If a person wants other people to understand him, he has to understand them.

f) Hasty Evaluation:

There are too many talkers and too few listeners. The importance of listening

has already been highlighted. But even then problems do keep cropping up owing to poor listening and hasty evaluation. The moment we try to evaluate, we stop further message visible to own sensory receptors. As a result, effective communication does not take place because of premature evaluation.

g) Attitude:

If the superiors are afraid of delegating authority and lack of confidence in them as well as in their subordinates, they will obviously try to conceal or filter the information. They intentionally do so to twist the situation to their favour or to mask their weaknesses. And, if the attitude of subordinates includes their inferiority complexes, unwillingness to share information and fear of action will be there. These become obvious barrier to communication and communication becomes ineffective.

Summary:

Communication is the activity of conveying information through the exchange of thoughts or messages as by speech, visuals, signals, writing and behavior. Communication requires a sender, a message, and a recipient, although the receiver needs not to be present or aware of the sender's intent to communicate at the time of communication, thus communication can occur across vast distances in time and space. Communication requires that the communicating parties share an area of communicative commonality. The communication process is complete once the receiver has understood the message of the sender. There are various types of communication such as Verbal Communication, Non Verbal Communication, upward Communication, downward Communication, etc. Sometimes these types of communications get affected by different communication barriers that lead to make it imperfect or incomplete.

Practical Activity

❖ Role play and identification of the type of communication involved in the below mentioned situations by the students:
  1) Telephonic conversation between two friends.
  2) Circular taken out by the Front Office Manager.
  3) Person thinking in his mind and talking to himself.
  4) Group discussion among two or three persons.
  5) Instructions given by a Boss to his junior.
  6) Suggestions given by a Subordinate to his senior about the improvements required at the work place.
  7) Person transmitting message through facial expressions or gestures.

❖ Alone, or in group of five, make a list of the kinds of communication that you consider helpful and those you find causing hindrance while performing a work.

UNIT-4
Pronunciation and Body Language

Front Office department plays a vital role in a hotel, and it is the face of a hotel or hospitality establishment. It is the first and the last department where a guest interacts. The Front Office Department is responsible for creating first hand impressions regarding the level of services and facilities provided. The Front desk is responsible for answering enquiries, directing queries to correct personnel/department.

Communication skills and personal appearance are very important and influencing factors. A person should be confident, warm, polite, patient and sincere to deal with the queries of guests at the Front Office and other departments work towards a common goal that is customer service and delight. Maintaining guest relations is an important aspect. The sections are connected and all officials should work together to ensure smooth functioning of the department with ultimate goal of delighting the guests. The industry is looking for professionals with good communication and interpersonal skills who can build a rapport with the guests.

Problems in Using English Language

Viboolphant (2005) states that the barriers towards communication and the causes of communication failure in business occur when the person receiving the information has failed to understand what has been said – this results in sender breakdown, method breakdown, and recipient breakdown. Scott (1986) adds that these communication barriers happen due to misunderstandings or sometimes from being ignored by the listener. These barriers of information are from understanding, listening, and the acceptance of the listener. Speakers should know how to structure their sentences to make them easy to understand – this is so that the audience will be interested.

Language barriers arise when people with different dialects communicate such as French to English and English to French. The sentence structures are different between the languages and the compositions of the verbs are different, which may lead to major miscommunications between parties.

Level of needs and ability to use Speaking Skill

- Welcoming and greeting
- Inquiring about customers needs and decisions
- Making polite requests
- Providing and explaining information about room details and facilities
- Giving customers directions
- Making recommendations (e.g., restaurants, traditions, tourist attractions, transportation, etc.)
- Engaging in conversations by phone.

How many times do you hear this when you're speaking? Even if your vocabulary and English grammar are perfect, it can still be difficult for people to understand you because of your pronunciation. Learning to pronounce English words correctly can be one of the hardest parts of learning English. The English language has some sounds that your native language might not, so you will have to learn how to make completely new sounds. Plus, English vowels make it really tricky to know how to say a word. "Way," "weigh" and "whey" are all said the same, for example, while "comb," "bomb" and "tomb" are all pronounced differently.

Learn to listen.

Before you learn how to speak, you'll need to learn how to listen. Some sounds can be hard to tell apart when you're listening. Did the speaker *sleep* or *slip*? Did he hurt his *chin* or his *shin*? If you can hear the difference, it will be easier to speak the difference.
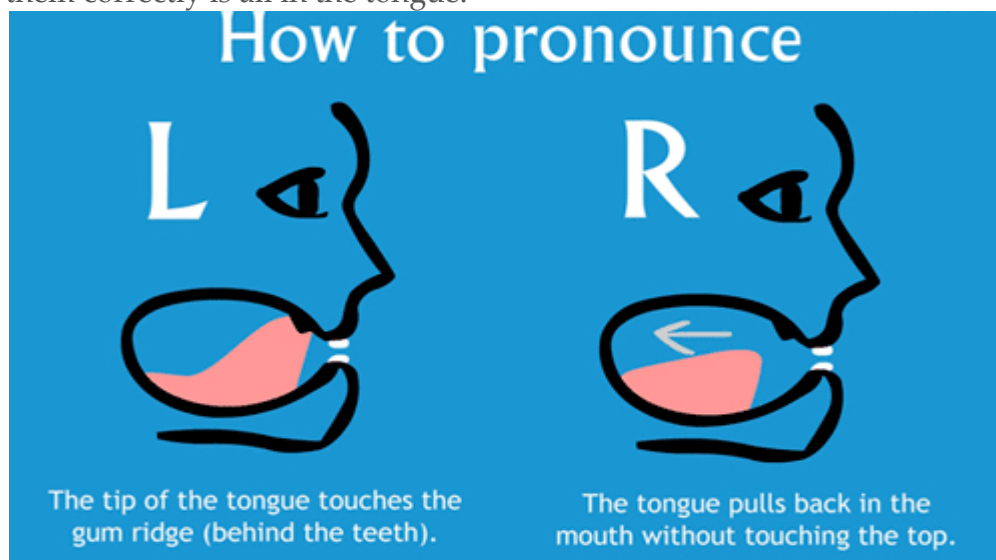
2. Notice how your mouth and lips move.

When you speak, you move your mouth. How you move your mouth affects how you pronounce a word. The first step to correcting your mouth shape is to notice it and pay attention. There are a few ways you can check that your mouth and lips are making the correct shape:

- **Use a mirror.** This is by far the simplest way to tell what your mouth is doing while you talk.
- **Put a finger in front of your lips (like you're saying "shh").** As you speak, don't move your finger. You should feel your lips moving away from or pushing against your finger.

Pay attention to your tongue.

The main difference between *rice* and *lice* is in your tongue. When you speak, you move your tongue to make sounds. You probably didn't even notice that, since you do it without thinking. To improve your English pronunciation, it's a good idea to check what your tongue is doing. Some difficult sounds for non-native speakers to make are the letters "L" and "R," and the sound "TH." Pronouncing them correctly is all in the tongue!

How to pronounce

L — The tip of the tongue touches the gum ridge (behind the teeth).

R — The tongue pulls back in the mouth without touching the top.

• **To make the "L" sound**, your tongue should touch the back of your front teeth and the top of your mouth, just behind your teeth. **Try it now:** Say the word "light." Say it a few times. Feel where your tongue is in your mouth. Make sure it touches the top of your mouth.

• **To make the "R" sound**, your tongue should *not* touch the top of your mouth. Pull your tongue back to the middle of your mouth, near where it naturally rests if you weren't saying anything. As you say the sound, your lips should be a little rounded. **Try it now:** Say the word "right" a few times. You should feel air blowing between your tongue and the top of your mouth as you speak. You should also feel your lips get a little rounder when you make the sound.

• **Now for the "TH" sound.** This one may seem strange if you don't have a similar sound in your native language. To make this sound, put your tongue between your top and bottom teeth. Your tongue should stick out a little between your teeth, and as you push air out of your mouth, let some air escape between your tongue and teeth—that's what makes the sound. **Try it now:** Say the word "think." Repeat it a few times. Make sure you push your tongue between your teeth.

Break words down into sounds.

Words are made up of syllables, or parts. The word "syllable," for example, has three syllables: syl-la-ble.

Turning words into parts can make them easier to pronounce.

To check how many syllables a word has, place your hand flat just under your chin. Say the word slowly. Each time your chin touches your hand, that's a syllable.

You can even write the word down in parts. Leave a space or draw a line between each syllable (every syllable should have at least one vowel: a, e, i, o, u, y). Now try saying the word. Say it slowly and pause after each syllable. Isn't that easier?

Add stress to sounds and words.

English is a stressed language. That means some words and sounds are more important than others. You can hear this when you say a word out loud. For example, the word "introduce" is pronounced with a stress at the end, so it sounds like this: "in-tro-DUCE."

Sometimes where you put the stress in a word can change the word's meaning. Say this word out loud: "present." If you said "PREsent," you are talking about a noun that means either "right this moment" or "a gift." If you said "preSENT," you are talking about a verb that means "to give or show."

Body Language

Have you thought ever about body language? When you speak with someone, you offer some certain things to your listeners two ways: By speaking and by

gesturing your body. The person, to whom you speak, gets meaning from you not from your speaking but from your gesturing. This is your body language and the top most important thing to remember that every time you handle something, be serious about your body language. Body language is another means of communication. Sometimes it can send signals stronger than words. What are the gestures which you should avoid while talking to some body? What gestures can make you sound more positive? How can you show your agreement/ disagreement without speaking out? Has this worked for you? It will be interesting to know your thoughts on this.

Components of Body Language

- Facial expression – Your face is a major source of expression when communicating with others. It can smile, frown, remain neutral, show anger, show disgust, indicate you want to speak, and show interest.

- Eyes – Your eyes are often the first piece of body language others see or notice. They can be used to make visual contact, avoid visual contact, express feelings based on intensity and length of eye contact, and the like.

- Posture – Your posture includes how you hold your head, shoulders, legs and arms. Each of these parts of your body work separately as well as together to send non-verbal cues. Examples include tilting your head, slumping your shoulders, and the like.

- Gestures – Your gestures can be related to verbal communication or unrelated to verbal communication. For instance, you might wave at another person as a way of saying 'hello', but you do not have to actually say the word out loud for the message to be clear. Or, you might use hand gestures to emphasise a key point during a speech or presentation; in this case, your gesture is related to the verbal communication.

- Movement – Your movement, whether using your entire body or just part of your body, is both flexible and commanding. For instance, moving toward another person may send a message of dominance or assertiveness, while moving away from another person may send a message of avoidance, submission, or simply bringing the interaction to a close.

- Appearance – Your physical appearance includes clothing, neatness, body shape, and anything else that provides visual messages and cues to other people.

Here are some tips for you to convey to the customer as a front desk officer:

1. Speak with your customers or anybody of the hotel with a smiling face. A smiling face says that whatever you are talking about all are truth and you are also realizing the other person's problem and is possible for you to solve his/her problem. The other meaning of your smiling face is all times you try to solve any problem of the customer and you are prepared for helping in any need. It is the best way to convince the customer and to raise your personality

by an original smiling face. You should know that a calm and friendly smile of your face will drag the customer to your hotel because your body language welcomes the new comers.

2. As everything has its own language; you should be conscious about your dress. Maybe well dress or wrong dress but it has own language to the on-lookers. To get a positive feedback from the people to whom you need to talk, as a front officer, surely should be approach yourself with well dress. So, to be a professional, confident, and engaged desk officer, you have to discover the meaning of the dress you are in.

3. As a body language, eye contact is also a great thing. When you talk to the customer, keep a direct eye contact with smiling face. Never show extra curiosity or conspiracy with eyes. And, never answer the questions of the customer engaging your eyes with other works or keeping to the ground. Keep your eyes natural at the time of asking something or answering something.

4. It may be hesitating for you when you are not clear what to do with your arms and hands in front of the customers. Being unusual, people generally try to do anything with their arms or with finger. But, the professional stance is to keep hands at your side as usual. If you don't feel comfortable, then hold papers or something in the excuse of preparing for the next work. Never show down extra business or anger towards the customers.

5. Posture your body for the gentle view. It is good for you and for the business. When you are seated on or talking to the customer even walking in the hotel, keep in the mind that customer will follow your posturing.

How many times have you met a person and instantly liked the way they talk and carry themselves? And even vice versa. What is it that distinguishes a speaker from an effective speaker? Communication skills will be the knee-jerk response, and it is correct. However, one needs to understand that communication is not just, about what you speak; it is more about how you speak too. Most English learning courses lay stress on learning the right body language as well. If you have ever wondered about how to improve communication skills, keep in mind that body language makes up for a good 50 percent of effective communication.

Here are a few pointers that you can utilize to enhance your body language:

Understand your own body language: Do you have the habit of playing with your hair or while you are, say, giving an interview or talking to a colleague? What you are saying and what your body communicating may be poles apart. The best way of studying your own body language is to do it in front of a mirror. Imagine you are talking to someone, and pay attention to your stance, how you use your hands, what are your eyes communicating, etc.

Use gestures effectively: When two people are debating, have you noticed how rigorously the participants shake their hands or heads? While, when the same people are having a more friendly conversation, they will be more relaxed. Gestures form a very important part of body language. How you place your arms to how you use your eyebrows, everything has an impact on the way you communicate.

Eye contact and facial expressions: Go to any body language expert and the first tip they will give you is to always maintain eye contact when communicating. Maintaining eye contact is a sign of honesty and attentiveness. However, it is also important to ensure that you do not appear imposing.

The above picture effectively shows how to maintain eye contact; correct body posture and a firm hand shake to spell out that you are confident, approachable and cordial. Yes, all this is communicated simply through the correct body language.

Be yourself: While you need to consciously cultivate a positive body language, at the same time it is important to make sure that whatever you do, comes naturally to you. Nothing appears to be more fake, than you trying to be someone you are not.

Impact of body language

Body language often has great impact in transmitting messages to the listener. Facial expression and eye movements are very important while conveying your feelings. Smile on the face reflects confidence. If you are in meeting and you are not moving your eyes over all the participants, you will fail to add impact. You need to maintain intensity of voice to match the heat of the topic. Good posture coordinates your verbal language. If you have right body posture, you can easily control your voice. Your body weight needs to be equally balanced on the feet to have correct posture.

Points to remember:

- Never be up tied 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 aggressions, nodding signifies agreement and active listening, biting nails signifies nervousness.
- Unlike emails, body language does not give time to think. Hence they must be used appropriately.

Summary:

Body language is a type of a nonverbal communication in which physical behaviours, as opposed to words, are used to express or convey the information. Such behaviour includes facial expressions, body posture, gestures, eye movement, touch and the use of space.

Practical Activity

- ❖ Group discussion and feedback.
- ❖ Role play, Extempore and feedback on different tasks.

UNIT-5
Grooming Standards

Introduction

Hotel industry expects high level of personal grooming and hygiene from all employees which complement the facilities of the hotel. Feeling and looking good are important to each employee's emotional and physical well being. Presenting in a tidy appearance towards the customer represents highest standards of services.

Personal hygiene covers a wide variety of separate actions, such as shaving, bathing and wound care. Hand washing should occur before preparing food and after using the toilet or touching an unhygienic substance. Other situations that call for hand washing include eating and handling dirty or germ-infested items such as soiled dusters, napkins etc.

Oral hygiene or the process of caring for the teeth and gums is vital for optimal health and attractiveness. Regular face and hair washing, application of deodorant, and the use of soap and feminine hygiene products are other important aspects of personal hygiene to consider.

Misconceptions:

While many items are marketed as personal hygiene products, some have little effect on actual cleanliness. Perfume, cologne, hairspray and cosmetic products such as makeup do not play a role in maintaining hygiene and should be considered optional products tied to grooming.

Considerations:

Each person has slightly different standards and ideas about personal hygiene. Individual practices can vary greatly depending on factors such as a person's upbringing, personal preference, lifestyle and culture. While personal hygiene is important for maintaining public health and preventing disease.

Personal hygiene which is also referred to as personal care includes bathing, showering, shaving, caring and cleaning of teeth and gums etc. Personal hygiene involves proper care of body by keeping it clean and healthy while allowing you to look confident and feel at your best. It is also a highly effective way to prevent the spread of germs and keep protected from various illness and infection.

Importance of Grooming

'Grooming' is a fairly arbitrary term, and the meaning is culturally defined and varies. Good Grooming is an essential part of personality and related to person's appearance. daily bathing, clean hair, shaving, moderate make-up, clean clothing, lack of odors, oral hygiene, trimmed finger and toe-nails, appropriate clothing are common things that are generally expected. Though the implication

is that one's grooming practices conform to the prevailing cultural norm in the hospitality industry.

There is a great significance of grooming with regard to personality of an employee. Well groomed employee feels confident and always gains a respected by other employees or guests. Grooming is important because an in attention to personal grooming (whatever the prevailing standard is deemed to be) is a frequent symptom of cheerfulness and depression therefore a useful clue for spotting problems.

Obviously, appearance is not the be all, but still it plays a significant role. However, it is frequently realized that a filthy employee always rescue himself from various works related with guest dealing where as an impeccably groomed and attired person is necessarily functional and efficient. Hence, there are many factors that contribute to feeling and looking good.

Grooming Standards for Men

To achieve the best groomed look below is enlisted a list of standards, which need to be followed by all Gentlemen, working at any level in the hotel/restaurant.

Hair

1. Hair must be cut and tapered, so that it does not touch beyond, or cover any parts of the ears.
2. Hair should not touch the collar line of shirt.
3. Conservative and well maintained, short neatly cut.
4. Sides not covering the ears.
5. Should not fall on forehead.
6. Should be neatly styled and pulled back from the face.
7. Neatly combed, and not permed.
8. Non-oily appearance.

9. Avoid excessive use of hairsprays and gels, as they can make the hair look stiff and unnatural.

10. Only conservative hairstyle permitted.

11. Use of hair colour, bleached hair not permitted.

12. No long sideburns.

13. Sideburns should be neatly trimmed and may not extend beyond the middle of the earlobe.

14. Brush hair before going on duty.

15. Every day shaving needs to be done.

16. Beard only permitted as part of religious sentiments.

17. Moustaches neatly trimmed.

18. Moustaches should not cover upper lip.

19. Proper care of hair and beard should be taken by Sikh employees and must wear turban while on duty.

20. Mild Aftershave and mild deodorant should be used to keep body odour fresh and natural.

Nails

1. Fingernails must be clean and presentable all times.

2. Nails should be trimmed, filed and well maintained.

3. Clean and dirt free.

   No nicotine, carbon or ink stains on the fingers

Accessories Guideline

1. Only one simple ring on each hand is permitted.

2. Wearing rings is prohibited for food handler.

3. Earrings for men are unacceptable.

4. No chains, bracelets or bands (Excepts for Religious Reasons).

5. Watches should be conservative and not flashy or too large.

6. Leather strap should either be black, brown or tan.

7. Metallic strap should be gold or silver.

8. Spectacles should have plain glass, without chromatic effects and the design and look of Spectacles should be conservative and simple.

9. Not allowed to have any sort of tattoos in visible parts of body.

Uniform

1. Uniforms should always be fresh, well ironed, immaculate and spotless.

2. Always wear a Vest. (Cut Banyans).

3. Light colour formal shirt, full sleeves.

4. Shirts must be well laundered, with clean collar and cuffs.

5. Shirts must be inserted inside properly, while on duty or in work premises.

6. Formal trouser, front creased.

7. Matching Tie.

8. Change uniform regularly at Housekeeping Linen Room.

9. Cuffs and Collars to be stain free and clean.

10. Clean pressed uniforms must be worn with neatly brushed hair, polished shoes, clean name badge and no buttons missing.

11. No Loose threads or broken buttons.

12. Contact Housekeeping Uniform Linen Room if buttons are missing.

13. Contact HR Department if name badge is damaged or lost.

14. The socks must be in black colour and of a plain design or no design. It should be changed daily.

15. Shoes must be black in colour and as per the uniform specification of the company.

16. The Belt is essential. It should be plain black or brown in colour with matte finish.

17. It should not be cracked and the buckle should have simple and conservative look.

18. A clean, white, well-laundered handkerchief should be carried.

19. Check appearance in a mirror in the locker rooms before going on duty.

Footwear

1. Only black oxford shoes are permitted.

2. Shoes must be well maintained and in good condition.

3. Ensure that shoes are clean and well polished before going on duty.

4. Socks to match the colour of the shoes or trousers.

Smoking

1. Employees should avoid smoking while in uniform so that they do not run the risk of smelling likes stale cigarette smoke while dealing with

guests.

2. A designated smoking area shall be provided at each hotel and can be used only during break hours.

Don'ts for Men

1. Expensive and showy watches

2. Piercing of the earlobes

3. Visible tattoo marks

4. Use of rings

5. Wearing chains and bracelets

6. Carrying and usage of mobile phone in the campus

7. Smoking while on duty

8. Any sort of paan chewing, eating paan masala, supari or chewing gum during work timings

Grooming Standards for Ladies

Ladies working at any department of a hotel should follow the mentioned standards, to achieve a look of a professional lady.

Hair

1. Hair should be neat and clean, well styled and should appear professional.

2. Hair should be trimmed regularly, neatly combed and in place always.

3. Short hair must be styled away from the face and kept off the shoulders.

4. No fringe hairstyle is permitted.

5. Shoulder length hair should be neatly pinned to keep away from face

6. Hair longer than shoulder length should be cut straight evenly and must be tied/ bundled in a pony tail or plait.

7. Long hair should be tied in a bun.

8. The bun must be secured at the back of the head or slightly above the nape of the neck with a plain black net.

9. Hair pins, clips, ribbons and hair bands used to keep the hair in place must be conservative and black in colour.

10. Do not use colored bands.

11. No flowers should be put on the hairs, while on duty.

12. Hair should be free from greasy/oily appearance.

13. Use of hair colour, bleach and streaking not permitted.

14. Permed and curly hair should be kept neat and restrained.

15. Dry or Fly away hair must be gelled or sprayed.

Finger Nails

1. Nails must be well maintained and clean.

2. Ensure nails are neatly trimmed, shaped and filed.

3. Excessively long nails are not allowed.

4. Use only light and neutral color of nail enamel.

5. Nail enamel should cover entire nail.
6. Maintain nail enamel properly, it should not be chipped or unclean.

Jewellery on Hands

1. Conservative and elegant.
2. Only one ring on each hand is allowed, rings should be sober, conservative and not too large.
3. Food handlers are prohibited of wearing rings.
4. A bangle or Bracelet of simple and conservative design is allowed to wear in each hand.

Accessories

1. Only black Bindi, small in size (1/2 cm diameter) is permitted. For married women, use of red colour bindi is permitted.
2. Only one set of small earrings can be worn
3. Dangling or flashy or large size earrings are not allowed.
4. Watches should be conservative and not flashy or too large
5. Only a small nose stud can be worn, Nose rings are not allowed.

1. One thin Gold/Silver chain, string of pearls or ornaments related to religious beliefs around the neck is acceptable.
2. Anklets are not allowed to wear during working hours in any conditions or circumstances. A simple conservative design toe rings can be worn by married women only.
3. If Spectacles are used it should be simple and conservative.
4. Spectacles should have plain glass, without chromatic effects and the design and look of Spectacles should be sober.
5. Women are not allowed to have any sort of tattoo work in visible parts of body.

Simple and Basic Makeup

1. Women should wear basic, neat cosmetics.
2. Make-up worn should be light and natural looking.

3. Light cosmetics with colours that complement the uniform and skin tones may be worn.

4. Appropriate Foundation suited to each skin should be used to avoid oily looks.

5. Eye Shadow to be subtle and not too loud.

6. Avoid vivid colours, like bright blues or violets around the eyes.

7. Eyeliner to be thin, straight and applied neatly.

8. Use light blusher, make sure the blusher does not look too dramatic.

9. Lipstick of a suitable colour must be worn at all times.

10. Bright lipstick colours should also be avoided.

11. Mild deodorant/perfumes can be used to keep the body odour fresh and healthy.

Uniform

1. Immaculate, smooth, clean, without creases or stains.

2. If Saree is uniform, it should be conservative and simple design with proper matching of blouse.

3. The fabric of Saree should be made of silk, cotton or cotton blend only.

4. Sari to be draped neatly.

5. All Pleats must be pinned.

6. Pins should not be visible.

7. The Blouse must be long sleeved, extending up to one inch above the elbow.

8. If Trouser & Shirt is uniform in that case a light colour formal shirt with full sleeves should be worn.

9. Formal Trouser, Front Creased.

10. Matching silk Scarves.

11. Name badge in good condition to be worn.

12. Check your appearance before going on duty.

Footwear

1. Proper Footwear should be worn all the times.

2. Preferably black low heeled non-slip leather bellies/court shoes are to be worn.

3. Shoes must always be clean, well polished and in good condition.

4. Change your socks daily.

Don'ts for Women

1. Use of Henna not permitted.

2.   Flashy earrings and nose pins.

3.   Dangling earrings should not be worn.

4.   Expensive and showy watches.

5.   Visible tattoo marks.

6.   Too much use of jewellery & strong perfumes.

Please note : All grooming standards are also influenced by social factors of the region and in-house policies of the workplace.

Positive Effects of Good Grooming in Hospitality Industry:

All employees need   to be well groomed as it makes a positive impact on guests as well as on the organization. There is an attitude that radiates throughout the organization due to good grooming.

1.   **Image Building/Enhances Organizations Image:** Working at a hotel means you are the face of the hotel, whether you are greeting a guest on arrival or cleaning their rooms. So, it is of utmost importance to have high personal grooming standards and be well maintained.

2.   **Reveals Positive Guest Service Attitude:** If employees of the organization are well groomed, project a positive guest service attitude, and make their interests known to others in the organization there are more chances they will be noticed because of employees' empathetic qualities, appropriateness in grooming, attitude and disposition, they can also help other employees to improve and uplift the standards of the organization.

3.   **Fulfils Guest Expectations:** Guests expect a high level of personal grooming and hygiene from all employees. As they pay high room rates therefore, they expect there to be high standards of grooming and hygiene which complement the facilities of the hotel.

4.   **Delivers Good Quality Service:** Employees feel good if they look good and provide services as per guests' expectations.

5.   **Boosts Self-Confidence:** In hotel industry looks make a lot of difference. It boosts self-confidence and self-esteem. One feels very reassured when other people admire them and prefer to associate with them as they find them good.

6.   **Guest Comfort:** A pleasing face is nice to look at. Guests like to relax in the presence of beautiful things. A pleasant face can relax the mind. Those with an aesthetic sense like to admire beautiful people and things.

7.   **Influences Overall Personality:** Grooming extends hygiene as it pertains to the maintenance of a good personal and public appearance. Physical appearance does affect overall personality. Looks matter a lot in many situations. Every person wants to look his best. Those who are fortunate to be born beautiful or handsome have an edge over others in their public dealings.

Summary

Grooming is much more than keeping clean and putting on a fresh set of clothes every day. It's an attitude, a disposition, a positive sense of self that radiates from within. Most important, it's what can mark the difference between languishing in a dead end restaurant or hospitality job and promotion to a position of increasing responsibility and reward. The nature of work involved requires a lot of physical activity. Thus, it is essential that all the employees should take extra care of their health and hygiene. Personal hygiene is essential part of personality and personal appearance. It is vital to remember at all times that first impression counts. Customers do not want to frequent an establishment where the employees do not look after their personal standards of grooming. It would not be pleasant to be served by someone who has been poorly groomed or who exhibit poor personal hygiene.

Practical Activity

❖ Role plays by students on the grooming standards of the following staff:
   1) Grooming standards of Chauffer evaluated by Bell captain.
   2) Grooming standards of Bell boy evaluated by lobby Manager.
   3) Grooming standards of Guest relations Executive evaluated by duty Manager.

❖ Imagine that you are the Front-office Manager of a hotel. What instruction would you give to your staff to ensure that they always look well groomed and in a presentable condition in front of the guest?

UNIT-6
Telephone Manners

Our voice and mannerism reflect that we are alert and at your best. The impression you create will be a lasting one. Every time we make or receive a telephone call at work, we are representing our self, our department and brand-to both external and internal customers. The first rule of telephone etiquette is to be polite and speak with a "smile" in your voice. Train your staff to actually smile when speaking to a guest, even though the person on the other end of the line can't see them. Believe it or not, you can actually hear a smile over the phone. Only a small percentage of your overall guest communication is accomplished through actual spoken words. A majority of our guest communication is delivered via voice quality - tone, pace, inflection and the invisible "smile". Answer the call promptly and with an enthusiastic, standardized greeting to establish a positive first impression with to the guest. An energetic, pleasant greeting with a smiling voice will set the tone for the rest of the guest interaction. It is up to management to determine the most appropriate script for the standardized telephone greeting and ensure it is consistently delivered to each caller.

QUALITIES TO TRANSMIT BY TELEPHONE

Friendliness -
Your voice will carry your attitude over the phone.

Confidence-
Prepare yourself. This will enable you to speak with confidence. Know your property.
Know how to analyze your status data quickly.

Intelligence -
Remember that you are talking with individuals from different backgrounds
and levels of education. Meet your caller on his level.

Clarity-
It is embarrassing for the listener to ask you to repeat a statement.

Creativeness-
If the opportunity avails itself, help solve problems. Use your expertise to offer alternatives
he may not have thought of.

Enthusiasm-
Find out the positive points about your property and concentrate on them.

Integrity-
Be honest. If you do not know, admit it & offer to find out. Do not mislead your prospect.

Tactfulness-
Be tactful in any situation. Try to convince the guest without hurting his feelings.

Pride-
Take pride in your company and your work. Let the pride reflect in your voice and your speech. Pride generates enthusiasm. Your pride in the hotel will instil interest & confidence in the mind of the caller.

Basic Telephone Etiquette: Thirty-Six Tips

Before you answer, is prepared (this includes knowing how to use the phone/system features):

1. Turn away from your computer, desk or other work.
2. Have pens, pencils and notepaper handy.

In answering the phone:

3. Answer calls promptly, by the second or third ring.
4. Smile as you pick up the phone.
5. Assume your "telephone" voice, controlling your volume and speed.
6. Project a tone that is enthusiastic, natural, attentive and respectful.
7. Greet the caller and identify yourself and your company/department/unit.
8. Ask, "To whom am I speaking?"
9. Ask, "How may I help you?"

In the course of the conversation:

10. Focus your entire attention on the caller.
11. Enunciate/articulate clearly. Speak distinctly.
12. Use Plain English and avoid unnecessary jargon and acronyms.
13. Use action specific words and directions.
14. Use the caller's name during the conversation.
15. Always speak calmly and choose your words naturally.
16. Use all of your listening skills:
a. Focus your full attention on the caller and the conversation.
b. Listen "between" the words.
c. Use reflective/active listening to clarify and check for understanding.
17. If there is a problem, project a tone that is concerned, empathetic, and apologetic.
18. Avoid the Five Forbidden Phrases.
a. "I don't know"
Instead, say: "That is a good question; let me find out for you" or offer to connect the caller with someone who could provide the answer.
If a call involves some research, assure the person that you will call back by a specific time.
If you do not have an answer by the deadline, call back to say, "I don't have an answer yet, but I'm still researching it." There is no excuse for not returning calls.
b. "I/we can't do that."
Instead say: "This is what I/we can do."
c. "You'll have to"

Instead say: "You will need to" or "I need you to" or "Here's how we can help you."

d. "Just a second"
Instead: Give a more honest estimate of how long it will take you and/or let them know what you are doing.

e. "No."
Instead: Find a way to state the situation positively.

19. Use "LEAPS" with the emotional caller to vent.
L Listen; allow the caller to vent.
E Empathize; acknowledge the person's feelings
A Apologize when appropriate, even if the problem is not your fault, you can say, "I am really sorry this has happened" and mean it.
P (Be) Positive
S Solve; suggest/generate solutions that you can both agree on and/or ask what you can do to help and, if reasonable, do it! If not, find a compromise.

In concluding the call:

20. End the conversation with agreement on what is to happen next; if you are to follow-up, do so immediately.
21. Thank the caller for calling; invite the caller to call again.
In transferring calls:
22. Transfer ONLY when necessary; get the information yourself.
23. If you must transfer, avoid the use of the word "transfer." Say instead: "I am going to connect you with".
24. Explain why you are "transferring" the call.
25. Give the caller the person's name and direct number
26. Stay on the line and introduce the caller.

In taking messages:
27. Identify yourself and for whom you are answering the phone.
28. Practice political sensitivity.
29. Indicate the period of time the person will be unavailable.
30. Write down all the important information given:
a. The name of the caller. Ask for spelling if unclear.
b. The (correct) telephone number of the caller.
c. The message. Ask for clarification if necessary.
31. Read back what you've written to be sure you've understood the message correctly.
32. Always assure the person that you will deliver the message promptly.
33. Deliver the message in a timely fashion.

NEVER:
34. Eat, drink or chew gum while on the phone.
35. Leave an open line:
a. Place the caller on hold
b. Check back with the caller frequently: every 30-45 seconds.

ALWAYS:
36. Put a smile in your telephone voice and let your personality shine!

The Complaint Call

Complaint callers who are irate are really saying, "I rate." They have bought into society's "the squeaky wheel gets the grease" mentality. When that happens, try the **EAR** method:

Empathize with the caller.

Apologize and acknowledge the problem.

Accept **R**esponsibility. (You'll do something.)

Empathize with the caller. This is different from sympathy, where you take on someone else's problem.

Try to understand how the person is feeling.

Apologize and acknowledge the problem. You don't have to agree with the caller, but express regret that there is a problem. People want to be heard, and no one's complaint is trivial.

Each deserves prompt handling, so do not deal with it in a trivial manner.

Accept responsibility. Make sure something is done. Take it upon yourself to DO something.

Many times, that's all that people want: the reassurance that something will be done. People want to be helped. They want to know that you care.

Use these phrases to get that sentiment across: "How can I help you?" "What can I do for you?" "I'll make sure this message/information gets to the right person."

The acceptance of responsibility may be as simple as forwarding the call to the appropriate individual or sending the caller more information.

If you do forward the caller to someone else on your staff, follow up with that person to make sure the caller was taken care of.

If you get an irate caller, or even one who is calm, cool, and collected, here are some more methods to handle complaint calls:

First, don't overreact, especially if the caller starts using "trigger" words or phrases, such as: "I want to talk to someone who knows something." Most people respond by getting defensive when their "hot-button words" are pressed.

Remember, a positive attitude is the most important asset you have.

Second, listen completely to the complaint. Allow the caller the opportunity to vent some frustration.

When you listen, don't try to apply logic to the situation. Many people are beyond logic if they are angry, so accept the feelings being expressed. Avoid argument and criticism.

Third, do not blame anyone -- the caller, yourself, or someone on your staff -- even if you know who is to blame for a problem. This information should not be shared with the caller.

Fourth, paraphrase the caller's comments, and ask questions if you do not understand the information being presented to you. Restate the problem as you understand it.

Fifth, offer solutions and, if appropriate, offer alternatives. Providing alternatives empowers callers. It gives callers a feeling that they were not dictated to and that they were part of the solution.

Finally, confirm the solution with the caller. Make sure the caller agrees with what has been decided.

Of course, not everyone will be happy, no matter what you do. These people will not be content; they just like being grumpy. Usually, these are the people who want to talk to the person "above you." If that is what it takes to lessen their anger, then do so. By the time they

have been transferred to a supervisor, they usually have become calmer and less demanding. It seems that they just needed to vent their anger at someone: you. Just remember that most people are not that way and keep a firm grip on that positive attitude of yours.

Summary

Good telephone etiquette is often the basis of an organization's "first impression" with new clients, vendors, and potential clients. What you say (verbal communication) and how you say it (nonverbal communication) are critical because the caller cannot see your facial expression or body language- which carry a lot of information about your confidence, competence, and sincerity. All organizations should train staff in phone etiquette, to include how to answer the phone, properly transfer a call, interrupt a caller, end a call, leave a voicemail message, create a voicemail greeting, and more. Doing so will provide a consistent image of the organization to anyone who calls.

Practical Activity

❖ Role play - making a hotel enquiry, complaint call, interdepartmental communication.

UNIT-7
Guest Services in Hotels

Various Guest Services

During a guest's stay in a hotel, the front office staff provides various kinds of guest services. These services may vary depending on the hotel and the guest. Some guests expect the hotel to attend their messages, mails, telephone calls, and visitors when they are not present in the hotel. They may also wish to keep their valuables and the important documents in the safety lockers. In addition, they might require wake-up calls and be reminded of certain tasks and meetings, that is, reminder services. Depending on the guest's requirements, the front office takes care of the guest's mails, messages, keys and left luggage. It also handles guest paging and guest complaints, as well as arranges safety deposit lockers, guest room changes, and wake-up calls.

Message and Mail Handling

Receiving messages for in-house guests in their absence, recording them and communicating them to the guests as soon as possible are important functions of the front desk staff. The efficiency and professionalism of the hotel and the attitude of the staff is reflected by the way this function is carried out by the staff. Usually when a guest goes out of his room he would leave his room key at the counter where the information clerk would put it in the appropriate pigeon hole of his room in the mail and key rack. The guest my leave a filled "Location Form" indicating where he will be for the next few hours.
There are only two ways that a person can contact an in-house guest.

(1) In case of a phone call the telephone operator will connect it to the room of the guest. Since the guest is not in the room the call comes back to the operator who connects it to the Information Section of the Front Desk. After checking that the guest has left his key at the desk (as confirmed by the key being in the "Mail and Key Rack") the telephone call is transferred to the "Message Desk". The message clerk prepares the message slip in triplicate. It is important to read back the message to the caller and confirm the details before signing off. The top two copies are given to the Information Clerk who puts it the room no on the forms (from the Information Rack). The Top Copy is sent to the room to be slipped under the door. The Second Copy is put in the appropriate room no pigeon hole of the Mail and Key Rack. In addition, for further safety, an "attention card" or a "mail and message advice card" is put on the door knob of the room or "message light" is activated in those hotels which use electronic systems. The message details may also be fed into the computer and the guest may view it on the screen of the T.V. in his room.

(2) In case of the visitor coming to the hotel, he is asked to first try the house telephones to contact the guest. When he finds the guest is not in his room he comes to the information Desk and fills in the message slip in triplicate.

```
                        Message Record Slip
                           HOTEL XYZ

   To: _____                    Room No: _____
       Date: _____                Time: _____

                        During your absence
                 Mr. /Ms._____
                 from_____

              Called by telephone    Came in person

               Will call again       Please call back

               Will meet you at         Waiting for you

                  Please meet him/her    Urgent

         Message:

                _____
                _____
                _____

   Information Assistant signature: _____
```

Message Slip Format

Mail Handling:

Mail Handling is a very important activity of the front desk and the way the mail is handled shows the efficiency and attitude of the hotel staff. Any delay and carelessness shown by the staff may result in great dissatisfaction. The term mail handling covers up both incoming and outgoing mail.

Incoming Mail:

As per the policy of the hotel the incoming mail may be received at the bell desk or by the information agent. The mail is sorted, arranged alphabetically and put separately as

1. Mail for the guest and
2. Mail for the hotel.

   The incoming guest mail is sorted in three categories

3. Mail for in-house guest.
4. Guest who have already checked out
5. Guest who have not yet arrived.

In – House mail handling:

In case the room key is in the pigeon hole the mail is put in the key rack and is delivered to the guest along with his room key. In case guest is in the room, he is intimated about his mail and if he so desires a bell boy takes his mail to his room. Sometimes the guest may go out of his room without leaving the key on the counter. In such cases a mail advice slip is put on the key knob of door so that if he goes to room directly he would know about the mail which the hotel has received in his absence. These days hotels use message light on the telephone or on the door and also computers are used for this purpose in some hotels.

Checked out guest:

The mail of the checked out guest is checked with the forwarding instruction and mail is forwarded according to the instructions left by the check-out guest and appropriate entries are made on the mail forwarding address slip.

Guests who have not yet arrived:

Mail of such guests is marked with the date of arrival and kept in the hold mail rack. This information is them marked on advance reservation slip.

Mail for the Hotel:
1. Mail for the staff
2. Mail concerning management

Outgoing Mail:

The outgoing mail can be of two types:
1. In – house guest
2. Hotel Staff mail

In – house guest:

In case the guest wishes to send a mail through front office, then normally this is done by the senior bell captain that weighs it, puts appropriate value postage stamps on it and posts it on behalf of the guest. Some hotels use a book called postage book to keep the account of postage used for guests.

Hotel Staff Mail:

The hotel staffs is usually not encouraged to send mail through the hotel and is required to send the mail on its own, while any mail can be sent out of the various departments of the hotel is sent by the department directly such as accounts, food and beverage and reservations, etc.

PAGING

Apart from luggage handling the bell desk is also responsible for paging a guest. The paging is a system of locating the guest in the hotel. Many times the in – house guest expects a phone call or a visitor but decides not to wait in the room, and might decide to go to a public area such as bar, restaurant, swimming pool. Lobby or lounge etc. of the hotel or may go out of the hotel. In such cases the hotel requests the guest to tell about his whereabouts through a location form. This Performa may be kept in the stationery folder in the room as well as at the information section of the counter. Usually it is filled in by the guest but many times it may be filled in by the hotel staff on the instructions of the guest. The complicated location form is kept in the key and mail racks. This

information is sent to telephone department also. The purpose of form is to earmark the area of paging and save time. In case of computer system the information is recorded in computer instead of location forms.

Page Board System:

The most commonly used system is called Page Board System. This is a simple system in which the bell boy / page boy is required to carry a small board which has a small handle and small bells attached to it. The receptionist or information agent writes the name of the guest and his room on the board, and the bell boy / page boy carries this board to the public area which has been mentioned on the location form by the guest and keeps ringing the attached bells. This attracts the attention of the guest immediately.

Public Address System

This system of paging involves enquiring about the guest by announcing on the public address system of the hotel. Normally, it plays channel music which if required can be used for making announcements.

Voice paging

This form of paging is used for locating specially celebrities and dignitaries and involves hotel employee approaching the concerned in-person. However, this form of paging is costly and should be selectively used.

Key Handling

KEY AND KEY CONTROL

Different keys are issued to different members of the staff according to their job and responsibilities. These are very important for the security, of the guest belongings and hotel property, and keys are issued out at the beginning of a shift, signed for and returned at the end of the shift. The key issue register is maintained for this purpose.

All doors of the guest-room in a hotel lock automatically when closed from outside. This means that the door is double locked. Many hotels have chains inside the room, for extra security.

Various types of keys are:-

Room Keys: There are different keys for each room issued to a guest and it is important that this key is taken back from the guest when checking out. Normally guest keys have a heavy tag to discourage the guest from removing them from the hotel.

Sub-Master Key: These are issued to room attendant / chambermaids and normally open doors of a section of room. This key does not open double locked doors and hotels usually insist that room attendants / chambermaids wear a key belt around the waist so that they are not accidentally misplaced.

Floor Master Keys: These are used by floor - supervisors and open the doors for one flow. They do not open double locked doors.

General Master Key: This opens the doors of any rooms of any floor but does not open double locked doors and is carried by Assistant Housekeeper.

Grand Master Keys: It is carried by the Executive Housekeeper and in his/her absence by the security manager or duty manager. It opens all double locked doors and can even open double locked doors from outside.

Card System: Electronic card system replaces keys and offer more security as each guest is issued a card with a different program. The card system cuts out the danger of the room being locked in the case of the key getting misplaced. This type of room-locking mechanism uses regular door locks and special plastic cards that act as keys to unlock the doors. The plastic card looks like credit card with holes punched in them, some have a magnetic strip. The system uses a computer which codes the card to lock and unlock doors. If a card is lost or stolen, the procedure for re-keying is quick and inexpensive.

A log can be used to monitor the distribution of master keys. This log should include the date, time and the name of the person who signed for a particular key. Every time the employee receives or returns a master key, he or she should be required to initial or sign the log. The person issuing the keys should also initial or sign the log for each master key transaction.

Employees issued keys should keep the keys on their persons all the times. Key belts, wristbands, or chains are recommended devices for keeping track of master keys. Room attendants are also responsible for retrieving the guest-room key if the guest leaves the key in the room. The key should always be returned back into the custody of the Front Office.

KEY CONTROL

1. KEYS OF OCCUPIED ROOM WHICH REMAINED AT RECEPTION

ROOM NO.	NAME	BAGGAGE POSITION	BILLS AMOUNT	REMARKS

2. VACANT ROOM KEYS NOT AT RECEPTION DETAILS OF MISSING KEYS

ROOM NO.	NAME OF GUEST WHO STAYED LAST	CHECKOUT DATE	TIME	BILLS AMOUNT	REMARKS

3. KEYS WITHOUT TAGS

_____

4. MISSING KEYS B/F FROM THE PREVIOS NIGHT

ROOM NO.					
MISSING FROM					

SIGNATURE OF NIGHT RECEPTIONIST

Wake up call procedure:

In some hotels the wake up call to groups and crews is coordinated by bell desk. In such cases it is the responsibility of the bell captain on duty in the morning shift to prepare the wake call sheets to all the groups and crews in – house.

Procedure:

The bell captain obtains the group folio numbers of all the groups/crews in-house which are expected to leave that day.

He then prepares the wake cal sheet of such groups by putting their room numbers and wake call time and baggage collection time/departure time from the hotel. These room numbers are again checked to ensure that all groups / crew members have received wake call.

Once all such sheets are made, a summary of groups / crew departure is prepared and is handled over to the assistant manager on duty. The assistant manager again checks these sheets and co-ordinate the calling time with the group leader / airlines staff to ensure that wake call is given the correct time.

Once the wake call is finally confirmed, the bell captain on duty assigns the duty of the bell boy to distribute these sheets to various departments, so that necessary arrangements may be made for a smooth check-out. He also assigns the duty to bell boy to bring the luggage at the given time and arrange for the check – out.

Safe Deposit Locker

Safe deposit locker is a facility provided by hotels to the in-house guests to keep their valuables and important documents in safety during their stay at the hotel. Hotels may provide this facility with or without charges as per the policy. Nowadays most hotels provide in-room safes with codes for locking. The safe deposit lockers have one key only for a guest and a second independent key with the front office cashier. So it takes the guest key and the cashier key to open the locker.

Procedure for issuing safe deposit locker:

1. Look for an empty locker on guest request
2. Hand over the safe deposit locker registration card to the guest to fill up
3. Write down the locker number on the registration card
4. Have the guest sign the card at two places – one as a specimen and the other as a confirmation signature
5. Deposit the card in the rack against the locker number
6. Turn the cashier's key on the locker
7. Let guest use his/her key to open the locker
8. Leave the premises to give privacy to the guest for keeping the valuables
9. Lock with the cashier's key after the guest has locked with his/her key

Procedure for withdrawal from safe deposit locker:

1. Escort the guest to the safe deposit locker
2. Request the guest to open with his/her key
3. Open the locker with the cashier's key
4. Ask the guest to put date and signature on the reverse of the registration card to monitor when he/she has opened the locker
5. Leave the guest and return only when the guest is ready. Ask the guest to lock with his/her key and then lock with cashier's key.
6. Return the card to the safe deposit locker

Procedure for surrendering safe deposit locker:

1. Escort the guest to the safe deposit locker
2. Request the guest to open with his/her key
3. Open the locker with the cashier's key
4. Ask the guest to put date and signature on the reverse of the registration card to confirm the return of the key
5. Let the guest empty the locker in the cashier's presence
6. Take possession of the locker key
7. Lock the locker with both the keys
8. Return the keys to the rack
9. Post the appropriate charge (if applicable) for the use of the safe deposit locker.

LEFT LUGGAGE PROCEDURE

The term "Left luggage" is attributed to luggage left by a guest who checks out of the hotel but wishes to collect the luggage later. Guest who wants to visit other cities in a country on a short tour may find. It in convenient tour carries their entire package with them or may find it once economical to retain room in the hotel where they can keep their luggage. Hotel provided the left luggage facilities to guest that are likely to checking to the hotel after they return from the tour. This is not strictly necessary. There might be guest's who check out but ended to depend much later in the day the occupied they time sightseeing he would find inconvenient cart their luggage with them. Leave their luggage in the hotel premises under the guarantee by the management luggage would be safe. Some may be charge fees for the facilities. But most of the hotels don't charge the facility.

WHILE RECEIVING LEFT LUGGAGE BY THE HOTEL

1. Ascertain if the guest wishing to leave his luggage as paid his hotel bill.
2. Storing package ticket on each piece of luggage separately. The package ticket has the number which is also printed on counter foil of the ticket.
3. Enter details in the left luggage register.
4. Tear of the counter foil of the each ticket and hand it over to the guest.
5. Keep the luggage in the left luggage area.

DELIVERY PROCEDURE
1. Take the counter foil of the luggage ticket from the guest.
2. Tally the same with the ticket attach to the luggage in the luggage area.

3. Enter the data of delivery in luggage register.
4. Return the counter foil and tag of luggage.

LEFT LUGGAGE REGISTER							
Date	Room No.	Name Of the Guest	Baggage Bill No.	Luggage Tag No.	Description Of luggage	Date of Delivery	Remarks

GUEST COMPLAINT HANDLING

How to handle complaints:
1. Listen carefully

When guest complaints do not interrupt, listen carefully. Because a guest who is complaining. Do not interrupt and give excuses. The guest is angry and to lessen the anger, let him tell you the entire problem.

2. Clarify

If you are in doubt about the specific problem of your guest then do not guess his problem but, clarify it by asking questions and understanding the nature of problem.

3. Think about your guest wants

When a guest complaints he might tell you so many things along with the actual problem. But you have to try and the important message from the complaint, i.e. find out the root cause.

4. Think how you can help
Considering the nature of the problem and the complaint; decide the plan of action quickly.

5. Act immediately

Take immediate action and take the action in front of the guest so that he feels that he is taken care of.

6. Follow-up

Merely taking action is not sufficient, so follow-up with the other departments, if the complaint has been handled.

7. No false promises

It is very dangerous to make false promise. If you can't solve a particular problem do not promise, otherwise you may lose not only one customer but many.

8. Ask senior

If you feel you can't solve a certain problem or you are not authorized to take a decision, ask your senior to help you.

Summary

In hotel during the stay, the guests solicit a number of services which may range from availing safety deposit lockers, left luggage , mail and message services,etc. Prompt and courteous action on part of hotels makes these guest service experiences enjoyable and leads to the overall guest satisfaction. Also, paging , providing wake up call services and proper key handling adds to the value to the variety of services delivered to the guests during his stay.

Practical Activity

- ❖ Collecting formats of message slip, location form, safe deposit locker card from hotels
- ❖ Collect pictures of the formats and stick on a chart paper.
- ❖ Role play on complaint handling.
- ❖ Videos on complaint handling and discussion.

UNIT-8
Role of Technology in Hospitality

Introduction

The ever blooming hospitality industry is one of the major contributors to the economy of developed and developing countries and with the introduction of IT in this sector it has been fortified than ever. With the IT (information & technology) sector undergoing tremendous changes in last 20 years, it is revolutionizing world hospitality industry with innovative technologies that has made landmark setting various benchmarks and breakthrough for future advancements in coming years with automation and mechanization.

Whole IT structuring and the hospitality industry procedure seems to be changed as result of the onset of internet and the IT world. As of now, the IT sector has secured a very vital role in the hotel industry and it will be incorrect to associate it without data processing in hospitality. We have seen that the hospitality industry has revolutionized their customer's journey from travel to hotel with the help of improved information technology solutions. The enhancement and dynamic process occurring change in the industry is a result of agile amelioration which has brought revolution in globetrotting.

We all know that the hospitality industry is often defined as the sectored system of innovation and production! Technology has played a substantial role in achieving economic growth by garnering economic means for consumers to travel. The augmentation and contribution of air travel as a means of transporting tourists to different locations is an important contribution of technology to the hotel industry. The evolvement and progress of AI with information technology has had a tremendous impact on the hotel industry which also includes the world of hotels.

This, in turn, has helped airlines to reduce costs and get closer to the customers by increasing their outreach. The boundless public use of the Internet has created a number of conditions that have been game-changers in both beneficial and detrimental ways to the modern travel agency. While computers have been an integral part of the hotel agency, since their widespread adoption, the information age has brought considerable new benefits. Few enterprise-level software allows hotels under specialized programs which are dedicated exclusively to managing their businesses and organizing their database.

Both customers and business can benefit from advances in communication, reservations and guest services systems. Technology's greatest impact can be seen on front desk where property management has quickened over the years, the speed of service, reduced labour cost, improved accuracy and modernized look and flow of lobby. Point of sale one of the most important technique for speedy transactions makes payment to the merchant in exchange for goods or services. Under the hospitality industry, the tourism suppliers like British Airways have started applying e-commerce operations thereby allowing their customers to directly access the reservations systems. The approach and application of mobile technologies have further impacted the hospitality industry. It is now possible for customers to view and choose various travel and tourism options by surfing the internet through their cell phones.

Hotel managers everywhere are acknowledging the fact that the internet provides a good alternative to take bookings for their establishments. Although many are still sceptical about its capability to increase travel purchases and hotel bookings, many agree that online promotions are a great way to create interest and awareness among guests.

How IT has affected the realm of Hospitality Sector:-

1. Reservations Systems:

You can easily book a hotel room for anyone via the booking facility available online which allows easy access to consumers and travel (millennial) professionals; the systems enable individuals to make reservations and compare prices online. Many, like Expedia, make my trip and Orbitz, are available through online interfaces. Now, major hotels have a 24*7 AI Powered chatbot(a computer program designed to simulate conversation with human users, especially over the Internet) to increase direct bookings on website.

2. Mobile Communication:

To keep customers updated of changes many hospitality businesses use mobile communication; they send delay notices, offer deals and sponsor location-based advertising. Depending on the type of business the reach can be increased through emails, text messaging or GPS tagging. Most of the travellers take some form of a mobile communication device with them on the road, whether it is a tablet computer or a mobile phone.

3. In-Room Technology:

Nowadays traveller carries numerous electronic devices and reliable, wireless Internet connectivity ranks at the top of the list for customer needs. Guests can use the hotel's Web application to access room service options via online or an e-dining Internet site, or use an interactive service that finds nearby restaurants, transportation or shopping stops for them.

Areas where IT has impacted the most

1. Organization: While computers have been vital part of the hotel business since their widespread adoption, the Information Age has brought considerable new benefits. Data can be stored more quickly than in the past, just because of high-speed hardware and better software. Some of the latest enterprise-level software allows travel agencies specialized programs dedicated exclusively to manage their businesses and organize their data and process them accordingly. This organization allows agencies to run more efficiently, preventing capacity losses due to input time and other tedious tasks.

2. Coordination: Improved communications technology has greatly widened the ways in which a travel agency can communicate not only with customers but also with business connections and partner services and sponsors. High-speed Internet connections allow almost-instant video, voice, and text communication around the world often at

considerably less expensive than traditional methods such as long-distance telephony and cell phone can offer. Data can be sent almost instantaneously from the agency to an airline, hotel or other services, and then reverted to customers. This allows bookings and coordination that might have taken hours or days to be processed almost instantly, greatly reducing wait times and lost productivity in an organization.

3. Self-Service Booking: One of the largest impacts on the travel industry *(which comes under the hospitality industry)* has been the rise of online or e-booking. Customers looking to book a trip no longer need to visit an agency they can go online to companies such as Expedia, Make my trip or Priceline and book an entire trip themselves. Airlines and hotels themselves also have cut off the travel agent altogether by allowing customers to book tickets and lodging directly from their sites.

Computers in Hospitality Industry

Since computers have been commercially available, they have become a major factor in business operations. Computers have had a dynamic impact in all forms of business enterprise, including the hospitality industry. Today, most hospitality businesses in hotels, motels, food service, beverage operations and airlines are using computers to record, report, and analyze the effectiveness of internal operations. Initially, computer use was limited due to their high-cost specialized operator technical expertise and rather large requirement for floor space. Computers have evolved to the point that their cost, need of a specially trained operator, and space requirements are no longer major obstacles to their acquisition. Microcomputers are used extensively in all aspects of business operations rather than being limited to only chain operations or very large independent operations.

A majority of hotels now use computers in the areas of reservation, registration, guest history, guest accounting audit, and back office accounting. Similarly, most restaurants are using computerized point- of-sale terminals that control guest checks, kitchen orders, and guest payments. In addition, such a system stores a great amount of data, which can provide a range of averages, and ratios that can be used to evaluate such items as menu-mix analysis, average guest check, seat turnover, cost of sales analysis, and inventory control, to name a few possibilities.

Customers, Staff members and management benefit from a computer-assisted system. Inquiries from potential guests and their agents can be handled more efficiently, management has access to better forecasts and summaries, and the staffs is able to pay greater attention to the guest

IMPORTANCE OF USING COMPUTER APPLICATIONS IN FRONT OFFICE

- Reduces paper work
- Environment friendly
- Saves time
- Increases efficiency
- Reduces error
- Increases speed and guest satisfaction
- Improves co-ordination among different hotel departments

Reservation Module includes the following features:

- It provides room status records when the date of arrival, date of departure and type of guest rooms are entered in the system.
- It can check the reservation status of a guest quickly.
- It displays room availability status by simply selecting a date.
- It can attach guest messages to relevant reservations, to be delivered at the time of arrival.
- It can automatically calculate rates.
- It can create group blocks etc

Front Desk Module includes the following features:

- It can access guest information easily and quickly for viewing, modification or check-in.
- It displays a graphical room layout with the room status information.
- It tracks all guest activities for the length of their stay.
- It prints registration cards.
- It updates the system in case of a guest room change etc.

Cashier Module includes the following features:

- It manages all aspects of the guest folio including debits, credits, adjustments, transfers and allowances.
- It allows the viewing or printing of folio details and summary information.
- It consolidates all transactions and produces and accurate bill, enabling a speedy checkout.

Reporting Module includes the following features:

The reporting module has various formats which allow the management to retrieve operating or financial information at any point of time. With this module, the management can quickly access information such as the availability of rooms on a particular day, the number of guests arriving on a specific day, listing of guest's folio balances, outstanding balance reports etc.

DIFFERENT PROPERTY MANAGEMENT SYSTEM

There are several companies that provide the PMS software to hotels, with their own unique features to suit the different requirements of various hotels. Some of the companies providing PMS software are Micros, IDS Fortune, and Shaw Man.

IDS

Intellect Data Systems (IDS) Next is a company of vision, a company that focuses on the future, a company that develops, deliver and supports innovative technology solutions for the global hotel industry. With unrivalled domain expertise, our driving force is to create solutions that assist hotel to increase revenues, optimize costs and above all provide the ultimate guest experience.

IDS Next software and technology solutions have the trust of over 4800+ hotels in 40 countries spread across South Asia, South-East Asia, Africa, Middle East, Sri Lanka & Maldives and Oceania. A truly dedicated 24/7-support center ensures 98% retention of customers and unmatched customer satisfaction.

About Fortune NEXT 7.0 Enterprise

It is all-in-one hotel PMS for large independent hotels, group and chain hotels, resorts, boutique hotels, clubs and restaurants. With Its centralized data integration, Fortune NEXT 7.0 Enterprise enables easier and more efficient operations across all the departments of a hotel. This user friendly application effectively improves productivity and performance of hotel staffs too. With 13 operationally required modules, Fortune NEXT 7.0 Enterprise is the best option for hospitality industry. These modules include Front office , Point of sale, Account receivable, Telephone management, Sales and marketing, Banquet and conference, Food & Beverage costing, Materials management, Financial management, HR and Payroll, Maintenance management, Membership management and SMS Alert system management.

FIDELIO

Fidelio hotel management software is a completely integrated system package. Fidelio headquarter is in Munich, Germany. This PMS maximizes the efficiency of the hotel. It is a highly flexible system. Its uniform and user friendly programme means that the hotel employees can learn this system quickly. Fidelio has pulled down menus which help and assist the user at every step and only short term training to staff is required.

1. Fidelio promotes smooth functioning of all the departments.
2. It reduces paper work and helps in saving money on extra stationery.
3. It eliminates communication gap between departments.
4. It helps in providing quality service to the guest thereby, up-keeping the hotel's goodwill.
5. It is a highly flexible programme and has facilities like screen painter, report generator, user definable report menus and night audit etc.
6. It has the ability to create extensive guest history.
7. It has extensive modules for various hotel management operations like reservation module, front desk module, cashier module, night audit module, material management system etc.

One disadvantage of Fidelio may be that it is very expensive and any under utilization will be expensive. Its maintenance is also costly compared to other systems. Another disadvantage may that during night audit terminals are shut down, thus check-ins and check-outs during the period cannot be taken during the period.

The use of computer system can bring to an operation following characteristics that make them useful:

a) **Speed:** Computers work at electronic speeds and can process thousands of transactions per second. As a result, large and complex tasks can be completed very quickly.

b) **Accuracy:** Computers always do exactly what they are told to do. As a result, they do not make mistakes and all calculations are performed correctly.

c) **Discipline:** Computers can perform the same tasks over and over again, and never get tired, bored or distracted.

d) **Capacity:** Computers can process large amounts of data easily. As a result, they can perform more in-depth analysis and consider more variables than would be possible manually.

As a result of these 4 characters, the use of computer system brings many benefits when compared with manual procedures. Firstly, there is a reduction in the amount of clerical work that must be carried out. Many boring, repetitive tasks can be automated which makes employees' job more varied and fulfilling, thus helping to increase job satisfaction. The accuracy of the computer helps to reduce mistakes, which leads to increase guest satisfaction and better control over operations. Computers also increase productivity; therefore the same amount of work can be completed with less effort. This can be translated into cost saving by reducing staff numbers.

Computers are simply tools that can be used to automate manual procedures to increase efficiency and control. Computers are capable of storing and processing vast amounts of information. If it is stored on a single computer, the data is of limited use as it is isolated and can only be used by single person. It becomes much more powerful if it can be shared and accessed by many people.

Summary

Today, most hospitality businesses in hotels, motels, food service, and beverage operations are using computers to record, report, and analyze the effectiveness of internal operations. Computers have had dynamic impact in all forms of business enterprise, including the hospitality industry. Initially, computer use was limited due to their high-cost specialized operator technical expertise and rather large requirement for floor space. A majority of hotels now use computers in the areas of reservations, registration, guest history, guest accounting audit, and back office accounting. Similarly, most restaurants are using computerized point-of-sale terminals and register that control guest checks, kitchen orders, and guest payments. In addition, such a system stores a great amount of data, which can provide a range of averages, and ratios that can be used to evaluate such items as menu-mix analysis, average guest check, seat turnover, cost of sales analysis, and inventory control, to name a few possibilities.

Practical Activity

❖ Collect information about features of Fidelio, IDS and Amadeus. Prepare PPT for presentation.
❖ Hotel visit to have an experience of PMS