



Hospitality Management in India- An Exploratory Study

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Abstract:

Hospitality Management is an important concept in the present business era. Hospitality Management is a service industry, which gives services to various kinds of customers. Hospitality Industry involves Tourism Management, Hotel Management, and Event Management. With a degree of Hospitality Management there are many career options like, Master of Tourism Administration (MTA), Master of Hotel Management (MHM), Flight Steeward Course (For Air Hostess and Cabin Crew). Hospitality Management plays an important role to make their customers happy by providing good services.

Key Words:Tourism management, Hotel Management, Event Management

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1. Introduction

Hospitality management focuses on ensuring customer safety and comfort in a hotel, restaurant or entertainment facility. Hospitality management centres on customer satisfaction that would lead to its loyalty and repeated business. Students in hospitality management usually have the opportunity to receive hands-on experience in real hospitality organizations. Hospitality management integrates theories from similar disciplines like: commerce, business administration and supply chain management and logistics.

Hospitality management is the study of the hospitality industry. Many colleges and universities offer degree and certificate programs in hospitality management. Degrees in hospitality management may also be referred to as hotel management, hotel and tourism management, or hotel administration. Hospitality management covers hotels, restaurants, cruise ships, amusement parks, and destination marketing organizations, convention centres, and country clubs. Hospitality management includes many different businesses, including hotels, restaurants, casinos, resorts, tour agencies and airlines.

India **Tourism** was formerly known as the Department of Tourism. It functions under the auspices of the Ministry of Tourism & Culture. It is the nodal agency for the development and promotion of tourism in India. The Ministry of Tourism functions as the nodal agency for the development of tourism in the country. It plays a crucial role in coordinating and supplementing the efforts of the State/Union Territory Governments, catalyzing private investment, strengthening promotional and marketing efforts and in providing trained manpower resources.

Hotel management refers to the study of professional management techniques with regards to hotel administration and catering. With the explosion of the tourism industry, there has been a drastic increase in the number of hotels and resorts in India, hotel management courses are gaining increasing importance.

Event management is the application of project management to the creation and development of large scale events such as festivals, conferences, ceremonies, formal parties, concerts, or conventions. It involves studying the brand, identifying the target audience, devising the event concept, and coordinating the technical aspects before actually launching the event.



The process of planning and coordinating the event is usually referred to as **event planning** and which can include budgeting, scheduling, site selection, acquiring necessary permits, coordinating transportation and parking, arranging for speakers or entertainers, arranging decor, event security, catering, coordinating with third party vendors, and emergency plans.

Event management is the application of project management to the creation and development of festivals, events and conferences. Event management involves studying the intricacies of the brand, identifying the target audience, devising the event concept, planning the logistics and coordinating the technical aspects before actually executing the modalities of the proposed event. Post-event analysis and ensuring a return on investment have become significant drivers for the event industry. For event management we should have proper communication skill and hard work for it. And we should be ready for work in out the event, only then we can become an Event Manger.

2. Literature Review:

Frank McMahon -“Productivity in the Hotel Industry” (1994): Hotel industry is the part of the Hospitality industry. Hotel industry is becoming the increasing significant as labour costs rise. Since the hotel industry is labour-intensive, its profitability depends on the success achieves in making good, productive use of its workforce. One might expect that the importance of maximizing labour productivity is measured, and how staffs are trained to meet rigorously se performance standards. In fact, the reality has been quite different for most hotel companies to date.

Robert Bosma- “Real world Lesson from hospitality experts” (2016): Real world Lesson from the hospitality expert is a different type of contribution to the research in Hospitality Management. The Hospitality management is explained in two terms service and quality. Service can be defined as hospitality put into action. And Quality can be divided into several aspects, such as quality of the products or services, quality of the packaging of the products, Quality of the knowledge of the people working in the company, quality of employee’s communication skills, quality of the presentation of the employees, quality of the presentation of the employees.

Joseph A.Hegarty-“Engaging in hospitality and culinary research that makes a difference: the shape of things to come” (2016) in the article the Author compares the hospitality and physics.



The term science usually refers to a body of knowledge obtained by methods based on systematic observation, recording and verification. Like researches in other scientific disciplines, hospitality researches engage in organized, systematic study of social phenomenon to enhance understanding.

3. Objectives

4. To study and understand the concept and its origin of hospitality industry.
5. To analyse the characteristics and functions performed by hospitality industries in real

4. Research Design:

4.1 Methodology

The above information's are collected from secondary sources like news paper, journals, websites, past research papers etc.

4.2 Scope:

The Research paper entitled on "the Study on the Hospitality management". This covers the area of Hospitality industry, and its functions in different management areas are involved.

5. Analysis and Discussions

5.1 History of Hospitality Industry

The concept of **hospitality service**, also known as "accommodation sharing", "hospitality exchange" (short "hospex"), "home stay networks", or "home hospitality network" ("hoho"), refers to centrally organized of travellers, who offer or seek (accommodation in a home) either with or without monetary exchange.

The hospitality management is a broad category of field within service industry that includes lodging, event planning, theme parks, transportation, cruise line, and additional fields within the tourist industry. The hospitality industry is a multibillion dollar industry that depends on the availability of leisure time and disposal income.

The earliest accommodations were generally Family-owned, with families providing not only lodging out but also food and drink for weary travellers. The early days for leisurely travel were



generally reserved for royalty and the very wealthy, although some ravel were taken as a part of an education process or religious requirement. In fact, European monasteries were frequently used for Lodging during the middle ages. These basic trends continued for some time, until modern transportation lowered the cost of travel enough to fit the within the budget of less wealthy.

The word hospitality was used before the word tourism. Tourism was used to describe individuals travelling away from home beginning in the 1700s. The industrial revolution in England, along with the creation of more modern modes of transportation such as steamships and railways, made travelling easier and more common.

By the middle of the 1700s, the term hotel comes to use for lodging in Europe, replacing the old ideas of inns or taverns there. However lodging facilities in America gaining popularity as inns. The first known travel agency, started by Thomas cook in England, appeared in the mid-1800s and offered a package that modern hotel industry got going in the United States, with the opening of the city Hotel in New York in 1794.

Before that, travellers might've stopped by tavern-like business for a bite to eat or drinks in Boston, the site of the first American coffeehouses. However; it was during the 1800s that the first establishments that resemble modern restaurants were opened in Paris, France. The restaurants, which catered to a wealthy clientele, were vastly different than taverns and inns that provided food to travellers.

The popularity of travel continued to increase as modern transportation modes came on the scene. One of the first travel excursions promoting the use of automobiles for travel took place in 1888, when Bertha Benz, the wife of Karl Benz, whose company would one day become Mercedes Benz, went on an automobile-based trip to prove that long distance travel wade possible and to promote her husband's Benz patent Motorwagen.

In 1949, Bob Luitweiler founded Servas International, the first hospitality service, as a cross-national, non-profit, volunteer-run organization advocating interracial and international peace.



In 1965, John Wilcock set up the Traveller's Directory as a listing of his friends willing to host each other when traveling. In 1988, Joy Lily rescued the organization from imminent shutdown, forming Hospitality Exchange.

- In 1966, a hospitality service for speakers called *ProgramoPasporto* was created. It became in 1974.
- In 1977, U.S. President announced the formation of, which today operates 300 programs every year, in 377 communities in 60 countries.
- In 2000, VeitKuhne founded the first internet-only hospitality service.
- In 2004, Casey Fenton founded the largest hospitality service in which accommodation is offered without monetary exchange.
- In 2013, Mandy Rowe founded Broads Abroad Travel Network, which is the only online hospitality service exclusively for women...

5.2 Characteristics of the Hospitality Industry.

1. Intangibility: The hospitality products cannot be seen, tasted, felt, heard or smelled before they are purchased. When the sales representative of a hotel goes to sell hotel room they do not take hotel room with them. In fact they do not sell a room. Instead, they sell the right to use a room for a specific period of time.

2. Inseparability: In most hospitality services, both the service provider and the customer must be present for the transaction to occur. The food in a restaurant may be outstanding, but if the service person has a poor attitude or provides inattentive service, customers will down-rate the overall restaurant experience.

3. Variability or heterogeneity: Services are highly variable because their quality depends on who provide them and when and where they are provided. In service delivery high level of human involvement is required. This makes it very every time the consumer is availing the service. Hotel room will remain the same but the service and facilitation in the room will depend upon the housekeeping staff. The cleanliness of a hotel room may have different standards if the housekeeping supervisor or the room cleaner is changed.



4. Perish ability: Services cannot be stored. Vacant rooms are perishable. The unsold room tonight can never be sold again. Like empty airline seats, Theatre seats or sport arena seats, hotel rooms cannot be stored, cannot be saved and cannot be used a new.

5. Seasonality: Seasonality means changes in business, employment or buying patterns which occurs predictably at given times of the years. On a business site, seasonality is defined as seasonal fluctuation in economic or business activity which occurs again and again regularly during a year.

6. Suggestion:

Maintain hygiene in hotels and restaurants

Attend all consumer wants and needs

The training programmers which specially designed for the Hospitality management must recognized in the eyes of the people like other courses, MBA, MTA, and M.com.

7. Conclusion:

The hospitality management plays an important role in the development of the Indian economy with service product. The management of the Hospitality industry is known as the Hospitality management, when it comes to the management as relating to the Hospitality industry we have a specified educational backgrounds relating to the Hospitality management, but there is a fewer people who shows interest towards these type of courses, because the thing is the people who completed their Bachelor's degree or the masters degree may be any degree they are getting jobs in Hospitality industry. And very important thing is education or the courses which we have in Hospitality management that is not well recognized only some courses are recognized.

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