# Hospitality: Classification & Categorization of Hotels

# What is Hotel

The word hotel is derived from the French ***hotel***, which refers to a French version of the townhouse. The term hotel was used for the first time by the fifth Duke of Devonshire to name a lodging property in London sometime in AD 1760. Historically, in the United Kingdom, Ireland, and several other countries, a townhouse was the residence of a peer or an aristocrat in the capital of major cities. The word hotel could have also derived from the ***hostel***, which means '**a place to stay for travellers** '.
A hotel is defined by the British Law as a '**place where Bonafede travellers can receive food or shelter, provided he/she is in a position to pay for it and is in a fit condition to be received** '. Hence, a hotel must provide food (and beverage) and lodging to a traveller on payment, but the hotel has the right to refuse if the traveller is not presentable (either drunk, or disorderly, or unkempt) or is not in a position to pay for the services.

Alternatively, a hotel may be defined as '**an establishment whose primary business is to provide lodging facilities to a genuine traveller along with food, beverage, and sometimes recreational facilities too on the chargeable basis**'. Though there are other establishments such as hospitals, college hostels, prisons, and sanatoriums, which offer accommodation, they do not qualify as hotels, since they do not cater to the specific needs of the traveller.
A hotel is **an establishment that provides paid accommodation, generally for a short duration of stay**. Hotels often provide a number of additional guest services, such as restaurants, bars, swimming pools, healthcare, retail shops; business facilities like conference halls, banquet halls, boardrooms; and space for private parties like birthdays, marriages, kitty parties, etc.
Most of the modern hotels nowadays provide the basic facilities in a room- a bed, a cupboard, a small table, weather control (air conditioner or heater), and a bathroom- along with other feature like a telephone with STD/ISD facilities, a television set with cable channel, broadband internet connectivity.

There might also be a mini-bar containing snacks and drinks (the consumption of the same is added to the guest's bill), and tea and coffee making unit having an electric kettle, cups, spoons, and sachets containing instant coffee, tea bags, sugar, and creamer.

# Hotel Organisation Structure

To carry out its vision, mission, objectives, and goals, every hotel requires a formal structure known as the organization structure. The structure defines the company's distribution of responsibilities and authority among its management staff and employees.

It establishes the manner and extent of roles, power, and responsibilities, and determines how information flows between different level of organization. This structure depends entirely on the organization's objective and strategies chosen to achieve them.

The most common way to represent the organization structure is through an organization chat. Each hotel is different and has unique features, so the organization charts of hotels vary from each other. The organization structure depends upon the size and function of a hotel.

Some hotel may lease their outlet to another company or may employ another agency to operate restaurant or housekeeping services. In such cases, those portions will not be a part of the organization chart of the hotel.

# Core Areas/Departments of Hotel

The organization of a hotel today is very complex and comprises various departments. The number of departments varies from one establishment to another. All departments may have their own managers, reporting to the general manager and the assistant general manager.

Hotels departments fall under the category of either **Revenue earning departments** or **Support departments**.
**Revenue earning departments** are operational departments that sell services or products to the guest, thus, directly generating revenue for the hotel. These departments include front office, food and beverage, and hotel operated shops.

**Support departments** are the ones that help to generate revenue indirectly by playing a supporting role in the hotel's revenue earning departments. These include human resources, maintenance, purchase, housekeeping, and so on.

The various departments in a hotel are discussed below in brief:

## Room Division Department

In a large hotel, the **housekeeping, front office,** and **maintenance departments** come under room division. These departments together are **responsible for maintaining and selling the room in a hotel**. In most hotels, these are the departments that directly or indirectly generate more revenue than other departments. This is because the sale of room constitutes a minimum of 50 percent revenue of a hotel.
A hotel's largest margin of profit comes from the room because a room, once made, can be sold over and over again. The room division is headed by the room division manager to whom the front office manager, executive housekeeper, and very often the chief engineer report.

## Housekeeping Department

The housekeeping department is **responsible for the cleanliness and upkeep of the front** of the house areas as well as the back of the house areas so that they appear as fresh and aesthetically appealing as on the first day when hotel property opened for business. This department is headed by the executive housekeeper or, in chain hotels, the director of housekeeping.

## Front Office Department

**Headed by the front office manager**, the front office department is the operational department that is **responsible for welcoming and registering the guests, allotting the rooms and helping the guests check out**. Uniformed services like concierge and bell desk and EPBAX operators are the part of the front office department.

## Maintenance Department

The maintenance department also called the **engineering and maintenance department**, is **headed by** the chief engineer or the chief maintenance officer. The department is **responsible for all kinds of maintenance, repair, and engineering work on equipment, machine, fixtures, and fittings**.

## Food and Beverage Department

The food and beverage (F&B) department **include restaurants, bars, coffee shops, banquets, room service, kitchen, and bakery**. The department is **headed by the F&B director**. While the restaurants, bars, coffee shops, banquets, and the room may be grouped specifically under the F&B service department, headed by the F&B manager, the kitchen and bakery fall under the F&B production department, headed by the executive chef.

## Human Resource Department

The human resource (HR) department or the personnel department, as it used to be called earlier – is **headed by the human resource manager**. Recruitments, orientation, training, employee welfare and compensation, labour laws, and safety norms for the hotels come under the purview of the HR department. The training department is an ancillary department of the HR department. This is headed by the training manager, who takes on the specific task of orientation and training of new employees as well as existing ones.

## Sales and Marketing Department

The sales and marketing department is **headed by the sales and marketing manager**. A large hotel may have three or more employees in this department, whereas a small hotel can do with just one employee.
The **function of this department is five-fold** – sales, personal relations, advertising, getting MICE (meeting, incentive, conference, and exhibition) business, and market research. All these functions lead to the common goal of selling the product of the hotel – i.e., rooms and the services of the hotel by 'creating' customers.

## Purchase Department

The purchasing department is **led by the purchase manage**r, who, in some properties, may report to the financial controller. The procurement of all departmental inventories is the responsibility of the purchasing department. In most hotels, the central stores are the part of purchase department.

## Financial Control Department

It is **also called the control department**, the financial control department is **headed by the financial controller**, who is responsible for ratifying all the inventory items of the operational departments. Inventory control procedures

are the responsibility of the department. The financial controller, along with the general manager, is **responsible for finalizing the budgets prepared by the heads of other departments**. The hotel's accounts are also maintained by the controls department. Accounting activities include making payments against invoices, billing, collecting payments, generating statements, handling bank transactions, processing employee payroll data, and preparing the hotel's financial statements.

**Security Department**

It is **headed by the chief security officers**, the security department is **responsible for safeguarding the assets, guests, and employees of the hotel**. Their functions include conducting fire drills, monitoring surveillance equipment, and patrolling the property.

# Types and Classification of Hotels

# Hotels Classification

Hotels provide accommodation, along with services like food and beverages, and facilities like recreation, conference, and training arrangements, and organization of official or private parties. Each hotel has a unique feature associated with it.

The features may be its location; the number of guests room; special services such as concierge, travel assistance, and valet parking; facilities such as specialty restaurants, bars, business meeting venues, swimming pools, and so on.

The diversity in services and facilities provided by each hotel makes it quite difficult to have any single basis of classification of hotels, and if we classify them in different criteria there will be some hotels that will fall into more than one group. The criteria in which hotels are classified are following as:

**Standard Classification of Hotels**

The star classification system is among the most widely accepted rating of hotels worldwide. Rating of hotels in different countries is done by the government or quasi-government sources, independent rating agencies, or sometimes the hotel operators themselves.

The brief description of the various star categories is following as:

**One-star Hotels**

These properties are generally small and independently owned, with a family atmosphere. There may be a limited range of facilities the meals may be fairly simple. For example, lunch may not be served or some bedrooms may not have an *en-suite* bath or shower.
However, maintenance, cleanliness, and comfort would be of an acceptable standard.

**Two-star Hotels**

In this class, hotels will typically be small to medium-sized and offer more expensive facilities than one-star hotels. Guests can expect comfortable, well equipped overnight accommodation, usually with an *en-suite* bath and shower. Reception and other staff will aim for a more professional presentation that at the one-star level and will offer a wider range of straightforward services, including food and beverages.

**Three-star Hotels**

At this level, hotels are usually of a size to support higher staffing levels as well as significantly higher quality and range of facilities than at the lower star classifications. Reception and other public areas will be more spacious, and the restaurant will normally also cater to non-residents.

All bedrooms will have an *en-suite* bath and shower and will offer a good standard of comfort and equipment, such as a direct dial telephone and toiletries in the bathrooms. Besides room services, some provision for business travellers can be expected.

**Four-star Hotels**

Expectations of this level include a degree of luxury as well as quality in the furnishing, décor, and equipment in every area of the hotel. Bedrooms will also usually offer more space than at the lower star levels. They will be well designed with coordinated furnishing and décor.

The *en-suite* bathrooms will have both a bath and shower. There will be a high staff to guest ratio, with provisions of porter services, twenty-four-hour room

service, and laundry and dry-cleaning services. The restaurants will demonstrate a serious approach to its cuisine.

### Five-star Hotels

Five-star hotels offer spacious and luxurious accommodation throughout the hotel, matching the best international standards. The interior design should impress with its quality and attention to detail, comfort, and elegance. The furnishing should be immaculate.

The services should be formal, well supervised, and flawless in its attention to the guest's need, without being intrusive. The restaurant will demonstrate a high level of technical skill. The staff will be knowledgeable, helpful, and well versed in all aspects of customer care, combining efficiency with courtesy.

### Heritage Hotels

A recent addition to the hotel industry, heritage hotels are properties set in small forts, palaces, or *havelis*, the mansions of erstwhile royal and aristocratic families. They have added a new dimension to cultural tourism.

In a heritage hotel, a visitor is offered rooms that have their own history, is served traditional cuisine toned down to the requirements of international palates, is entertained by folk artists, can participate in activities that allow a glimpse into the heritage of the region and can bask in an atmosphere that lives and breathes of the past.

Heritage hotels can further be divided into three types:

1. Heritage
2. Heritage Classis
3. Heritage Grand

# Classification of Hotels on the Basis of Size

The number of guest rooms in a hotel is a criterion to classify hotels. Hotels can be grouped into the following categories on the basis of the number of rooms or the size of the hotel:

### Small Hotel

In India, hotels with twenty-five or less are classified as small hotels. However, in the developed countries of Europe and America, hotels with less than 100 rooms are considered small. These hotels provide clean and comfortable accommodation but may not provide upmarket facilities, such as swimming pool, restaurant, bar etc.

### Medium Hotel

Hotels with twenty-six to a hundred rooms are called medium hotels. However, in developed nations, hotels with up to 300 rooms are termed medium-sized.

### Large Hotel

In India, hotels with 101 to 300 guest rooms are regarded as large hotels. Whereas, hotels with 400 to 600 rooms are termed as large hotels in the developed world.

### Very Large Hotel

Hotels, with more than 300 guest rooms are known as very large hotels in our country. In developed nations, hotels with 600 to 1,000 rooms may be considered very large.

# Classification of Hotels on the Basis of Location

The location of the hotel is one of the major criteria for the traveller to select and patronize a hotel. Hotels may be located in the city centre, suburban areas, natural locations such as hill stations and sea beaches, near the port of entry into a country, etc. They may be classified into the following categories on the basis of their location:

### Downtown Hotel

A downtown hotel is **located in the centre of the city** within a short distance from the business centre, shopping areas, theatre, public offices, etc. The centre

of the city may not necessarily be the geographical centre, but it refers to an area that is considered to be the commercial hub of the city.
The room rates in these hotels may be higher than similar hotels in the other areas, so as to cover the huge investment made on land. They are generally preferred by the business clients as they find it convenient to stay close to the place of their business activities.

**Sub-Urban Hotel**

As the land cost in the city centre is higher and space is limited, some entrepreneurs build their hotel , bhnear the outskirts of the city. Providing similar facilities to the downtown hotels, these hotels are **set in suburban areas** and have the advantage of quieter surroundings. Such hotels are **ideal for people who prefer to stay away from the hustle and bustle of a city**.
The duration of the stay of guests in these hotels may be longer than the at a hotel located in the city. The room rates in such hotels are moderate and may attract the budget travellers.

**Resort Hotel**

Hotels that are **located at a tourist destination such as hill stations, sea beaches, and countryside are referred to as resort hotels**. These hotels have a very calm and natural ambiance. They are mostly away from cities and are located in the pollution-free environment. The room rates in these hotels may range from moderate to high, depending on the additional services offered. These hotels combine stay facilities with leisure activities such as golf, summer and winter support, etc. Some of these hotels are projected as a dream destination to guests who wish to enjoy the beauty of nature and have a memorable holiday. The occupancy in the resorts is normally higher during the vacation time and weekend when guests want to take a break from their weekly routine.

**Airport Hotel**

Airport hotel is **situated in the vicinity and other ports of entry**. Offering all the services of the commercial hotel, these hotels are generally patronized by the passengers who need a stopover *en-route* journey.

**Motel**

The word '***motel*** 'is formed by the merging of two words '**motor** 'and '**hotel** '. They are **located primarily in the highways** and provide modest lodgings to

highway travellers. The development of extensive road networks in the early twentieth century led to an increase in the people traveling in their own vehicles.
The phenomenon was quite common in the American European continents. The traveller who was traveling in their own vehicles needed a neat and clean accommodation for the night, so, the motel concept came into existence.

### Flotel

As the name suggests, flotels are types of lodging properties that **float on the water**. This category consists of all lodging properties that are built on the top of rafts or semi-submersible platforms and includes **cruise liners and houseboats**.
Some of them provide luxurious accommodation, along with food and beverage facilities to guests.

# Classification of Hotels on the Basis of Clients

The hotel caters to the need of its guests. Every individual or a group of people who patronize a hotel has a different set of requirements. While some would prefer luxurious accommodation, others would like to stay in a simple and cheap room. Some would require facilities such as meeting rooms, business centres, and conference halls if their travel is business-oriented.

Being a capital-intensive industry, the diversities in guest requirements discourage hotels from catering to all types of travellers. As a result, hotels choose to carve out a niche for themselves by catering to the needs of specific guest segments. The hotel can be classified into the following categories on the basis of its clients:

### Business or Commercial Hotel

Designed to **cater to the business traveller**, commercial hotels are generally **situated in the city centre**. These hotels provide high standard rooms and amenities, along with high-speed internet connectivity, business centres, and conference halls. They also provide in-house secretarial services, as well as facilities such as letter drafting, typing, fax, and photocopy of documents for the convenience of their guests.

The guest amenities at the commercial hotel may include complimentary newspapers, morning coffee, cable television, and access to channelled music and movies.

The duration of the guest's stay is generally very short at these hotels. The occupancy level is higher during the weekdays and slightly lower during weekends. These hotels are **also known as downtown hotels**.

**Transient Hotel**

Transient hotels **cater to the need of people who are on the move and need a stopover *en route* their journey**. Located in the close proximity of ports of entry, such as seaport, airport, and major railway stations, these hotels are normally patronized by the transient traveller.

They have round the clock operational room service and coffee shop and offer all the facilities of a commercial hotel. Transient hotels are **usually five-star**, and their target market includes business clientele, airline passengers with overnight travel layovers or cancelled flights, and airline personnel.

The occupancy rate is usually very high, sometimes more than 100 percent, as rooms can be sold more than once on a given day.

**Suite Hotel**

Suite Hotels provide the **highest level of personalized service**s to guests. The guest rooms generally comprise a living area, a compact kitchenette, complete with refrigerator and a microwave, a bedroom attached with bathroom, and sometimes even a dance floor.

The facilities are highly customized and may include in-room safety locker facilities. These hotels are patronized by affluent people and tourists who are fond of luxury.

**Residential Hotel**

As the name suggests, residential hotels **provide accommodation for a longer duration**. These hotels are generally patronized by people who are on a temporary official deputation to a city where they do not have their own residential accommodation. Guest stays for a minimum period of one month and up to two years.

The services offered by these hotels are modest. The room's configuration usually similar to that of suite hotels. Guest rooms generally include a sitting room, bathroom, and small kitchenette. They are akin to the small individual apartment.

These hotels are fully operational restaurants or a dining room for the resident guests and may provide services such as daily housekeeping, telephone, front desk, and uniformed services. The guest may choose to contract some or all the services provided by the apartment hotel. The hotel **signs a lease with guest and the rent is paid either monthly or quarterly**.

**Bed and Breakfast Hotel**

A **European concept**, bed, and breakfast (B&B) hotels are lodging establishments, generally operated in large family residences. These range from houses with few rooms converted into overnight facilities to small commercial building with twenty to thirty guest rooms. The owner usually lives on the premises and is responsible for serving breakfast to guests.

Guests are accommodated in bedrooms and breakfast is served in the room or sometime in the dining room. The bathrooms may be attached to the guest rooms or maybe on a sharing basis. As the tariff is generally lower than a full-service hotel at these properties, they are **suitable for budget travellers**.

**Casino Hotel**

Casino hotels **provide gambling facilities**, such as Luxor Hotel and Casino in Las Vegas. These hotels attract the clients by promoting gambling, arranging extravagant floor shows, and some may provide charter flight services to its clients. They have state-of-the-art gambling facilities, along with the especially restaurant, bars, round the clock room service, well-appointed and furnished rooms for its guests.

Nowadays, these hotels are also attracting the MICE (meeting, incentives, conferences, and exhibitions) segment. The **casinos of Las Vegas**, USA are among the most famous casinos in the world.

**Conference Centres**

The word conference means ‘a **meeting, sometimes lasting for several days, in which people with a common interest participate in discussions or listen to lectures to obtained information** ‘. Thus, a conference centre is a hotel which caters to the needs of a conference delegation.

These hotels provide rooms to delegates of conferences; a conference hall with the desired seating configuration for the meetings; food and beverage requirement during and after the conference; and other requirements, such as a flip chart, whiteboard with markers, overhead projector, television, VCR/VCD/DVD player, slide projector, LCD projector with screen, computer, and public address system.

These are large hotels, having **more than 400 guest rooms**. The services provided are the highest standard. Normally, conferences are charged as packages, which include accommodation and meeting facilities.

**Convention Hotels**

The convention is defined as '**a formal assembly or meeting of members, representatives, or delegates of a group for general agreement on or acceptance of certain practices or attitudes** '. This type of meeting involves a large number of participants. The hotel catering to the needs of this segment is known as **convention hotels**.

These hotels may have **more than 2,000 rooms** to accommodate a large number of delegates. They are equipped with state-of-art convention centres with all the required facilities, such as seating configuration, audio-visual equipment, and public address systems to meet the demands of a convention.

# Classification of Hotels on the Basis of Duration of Guest Stay

On the basis of the duration of the guest stay, hotels may be classified into the following categories:

### Commercial Hotel

The duration of guest stay in these hotels is short, ranging from a few days to a week.

### Transient Hotel

Mostly occupied by travellers as stopovers *en route* their journey, the duration of stay at transient hotels are very short, a day or even less.

Semi-residential Hotel

These hotels are generally patronized by people who are staying at a location while in transit to another place. The duration of stay may range from a few weeks to some months. They incorporated the feature of both transient and residential hotels.

### Residential/Apartment Hotel

As the name suggests, residential hotels **provide accommodation for long duration** and are patronized by the people who stay for a long time. The duration of stay may range from a few months to a few years.

### Extended Stay Hotel

In today's age of downsizing, outsourcing and mobility business executive are often away from their hometowns for extended periods of time and require more than a hotel room.

These hotels are for those guests who wish to stay for long period (from few days to weeks), and cater to their long-term needs with special services, amenities, and facilities, such as full-fledged kitchens with dishes and kitchenware, separate area to wash clothes, housekeeping services, grocery services, and recreational facilities. The room rates of these hotels are determined by the length of stay.

# Classification of Hotels on the Basis of Level of Services

On the basis of services offered by a hotel, they may be classified into the following categories:

### Upmarket/World Class Luxuries Hotels

Targeting the affluent segment of society, hotels in the upmarket category offer world-class products with personalized services to the higher standard. The emphasis is on excellence and class. These hotels provide upscale restaurants and lounges, exquisite décor, concierge service, opulent rooms, and abundant amenities.

The design and interior decoration of the hotel itself reflects the standards maintained by the hotel. The guest rooms are large with exquisite decoration and furnishings.

### Mid-Market/Mid-range Services Hotels

These hotels offer modest services without the frills and personalized attention of luxury hotels, and appeal to the largest segment of travellers. They may offer services such as room service, round-the-clock coffee shop, airport and railway station pick-up and drop facilities; multi-cuisine restaurant with bar.

A typical hotel offering mid-range service would be medium-sized, having roughly 150 to 300 rooms. The **room rent is much lower than the upmarket hotels.** These hotels are patronized by business traveller, individual traveller, and groups.

### Budget/Economy Hotels

Budget hotels focus on meeting the most basic needs of guests by providing clean, comfortable, and inexpensive rooms. These are **also known as economy or limited services hotels**; they appeal primarily to budget-minded traveller groups.
The clientele of budget hotels may also include families with children, bus tour groups, traveling business people, vacationers, retired persons, and groups. These hotels have clean and comfortable guest rooms, a coffee shop, a multi-cuisine restaurant, in-room telephone, and channelled music and movies.

# Classification on the Basis of Ownership

On the basis of ownership of a hotel, they may be classified into the following categories:

### Proprietary Ownership

Proprietary ownership is the **direct ownership** of one or more properties by a person or company. Small lodging properties by the person or company. Small lodging properties that are owned and operated by a couple or family are common of proprietary ownership.
Franchise

Let us understand the following terminologies related to the franchise before we talk about it:

**Franchise** It is authorization given by a company to another company individual to sell its unique products/services and use its trademark according to the guidelines given by the former, for a specified time, and at a specified place.
**Franchisor** The franchisor is the company that owns the trademark, product, a business format that is being franchised.
**Franchisee** The franchisee is the company or the individual to whom franchise confers the right to do business under its name as per the term and condition agreed upon.
**Franchising** A continuing relationship in which the franchisor provides a licensed privilege to do business, plus assistance in organizing, training, merchandising, and management in return for a consideration from the franchise.
In the hospitality industry, we often come across many big chains that are operating on a franchise basis. In this kind of contract, which is mutually beneficial to both parties, the franchisor allows the franchisee to use the company's ideal methods, trademarks, as well as the brand logo to do business.

## Management Contract

Managing a hotel requires professional expertise. A new entrepreneur with little or no experience in the business may safely choose to become the franchisee of any well-established hotel chain.

There could still be a problem in operating the business because the franchisor provides a well-established image, a tested and successful operating system, training programme, marketing, advertising, and reservation system, but does not provide the cadre of an experienced manager and the employees necessary to run the business on a day-to-day basis.

To bridge the gap, management contract companies came into existence. These companies have the required expertise to manage hotels. They operate on the basis of management fee and the sometimes on a percentage of gross revenue.

## Time-share Hotels

Time-share hotels, also **referred to as vacation-interval hotels**, are a new concept in the hospitality industry. As the name suggests, it entails purchasing a tourist accommodation at a popular destination for a particular time slot in a year.
The buyer can then occupy the property for the appointed time or rent the unit to other vacationers if they cannot avail the facilities. They have to make a one-

time payment for the time slot and a yearly fee to cover the maintenance costs and related expenses and take a share in the profit from the income generated if they are not utilizing their time slot.

**Condominium Hotels**

Condominium hotels are similar to timeshare hotels, expect that condominium hotels have a single owner instead of multiple owners sharing a hotel. In a condominium hotel, the owner informs the management company when they would occupy the unit.

The management company is free to rent the unit for the remainder of the year, and this revenue goes to the owner. The owner generally pays a monthly or annual maintenance fee to the management company that takes care of the premises, including landscaping, cleaning of common areas, water, and power supply etc.

# Alternative of Hotels Accommodation

Alternative accommodation can be simply defined as '**all those types of accommodation that are available outside the formal or organized accommodation sector'**. These establishments provide bed and breakfast and some basic services required by the guest at a reasonable price.
An alternative accommodation, thus, providing sleeping space and modest food for its users. There are certain properties that cater to the needs of a large group.

The lodging houses constructed for the welfares of common travellers, such as homestay, Tree Huts, House-boat, Capsul
Hotel, *sarais*, *dharmshalas*, *dak* bungalows, circuits, houses, inspection bungalows, lodges, youth hostels, *yatri niwas*, and forest lodges are the example of alternative accommodation.

**Homestay**

**Homestay** (also **home stay** and **home-stay**) is a form
of hospitality and lodging whereby visitors share a residence with a local of the area (host) to which they are traveling. The length of stay can vary from one night to over a year and can be provided for free (gift economy), in exchange for monetary compensation, in exchange for a stay at the guest's property either simultaneously or at another time (home exchange), or in exchange

for housekeeping or work on the host's property (barter economy). Homestays are examples of collaborative consumption and the sharing economy.[1] Homestays are used by travellers; students who study abroad or participate in student exchange programs; and au pairs, who provide child care assistance and light household duties.

Homestays offer several advantages, such as exposure to everyday life in another location, the opportunity to experience local culture and traditions, opportunities for cultural diplomacy, friendship, intercultural competence, and foreign language practice, local advice, and a lower carbon footprint compared to other types of lodging; however, they may have rules and restrictions, such as curfews, facility usage, and work requirements, and may not have the same level of comfort, amenities, and privacy as other types of lodging.

**Tree Huts**

A **tree house**, **tree fort** or **tree shed** is a platform or building constructed around, next to or among the trunk or branches of one or more mature trees while above ground level. Tree houses can be used for recreation, work space, habitation, a hangout space and observation. People occasionally connect ladders or staircases to get up to the platforms.

**House-Boat**

A **houseboat** is a boat that has been designed or modified to be used primarily as a home. Most houseboats are not motorized as they are usually moored or kept stationary at a fixed point, and often tethered to land to provide utilities. However, many are capable of operation under their own power. *Float house* is a Canadian and American term for a house on a float (raft); a rough house may be called a *shanty boat* In Western countries, houseboats tend to be either owned privately or rented out to holiday-goers, and on some canals in Europe, people dwell in houseboats all year round. Examples of this include, but are not limited to, Amsterdam, London, and Paris.

**Capsule Hotel**

Capsule hotels are accommodations that have thrown away the idea of a single private room, and have instead focused on basic necessities such as sleep and

bath to provide the most accommodating stay at the lowest prices.
Capsule units that provide rest are shaped like the cockpits of aircrafts and are stacked in two layers, continuing down the hallway.
Many people think that the only thing you can do at a capsule hotel is sleep, but in fact, some capsule hotels have large baths, saunas and spacious lounges that are even better equipped than some business hotels. In recent years value-adding services such as ladies-only floors, sophisticated business lounges, tablets and manga rental services are making capsule hotels increasingly more attractive at a fast pace.

Another characteristic of capsule hotels is being able to secure accommodation without prior booking.
This is because capsule hotels have more rooms than business hotels. Thus, many people such as businessmen who have missed their last trains, or young people who are in town for a concert and want to save on accommodation often make use of capsule hotels, and many show up without reservations.

**Sarai/Dharmshala**

These lodging properties are mostly found at popular pilgrimage places. They are generally constructed by welfare trusts, social organizations, or even the state, and provide basic security and sleeping facilities for a nominal fee.

**Dak Bungalow/Circuit House**

These accommodations are situated in remote areas and at scenic locales. All these properties have an ageless charm and an old-world style of hospitality as well as special cuisine, which forms a part of the attraction, apart from the low traffic. Often these are the only lodging properties in remote areas.

**Lodge/Boarding House**

Lodges are modest hotels situated away from the centre of the city or located at a remote destination. These are self-sufficient establishments that offer standard facilities, such as clean and comfortable rooms, food and beverage (F&B) services.

Boarding houses are establishments that usually provide accommodation and meal at a specified period of time, such as weekends, or for a specified time of stay.

**Youth Hostel**

The youth, from rural as well as urban areas, travel for various reasons, such as education, adventure, and recreation. Youth hostels were established to cater to the youth on the move, who couldn't afford steep hotel rents.

A youth hostel generally provides low-cost dormitory accommodation with common bathing and cafeteria facilities. They may also provide kitchens for self-catering.

**Yatri Niwas**

A yatri niwas provides low cost, self-service accommodation to domestic tourists in cities. The emphasis is on modest comfort and affordability. These are generally frequented by people during brief stopovers while traveling between places, or by families with modest budgets.

These properties are located at historical, cultural, and natural sites.

**Camping Grounds/Tourist Camps**

Camping grounds are normally located within cities in open space. They provide parking spaces along with the water, electricity, and toilets. Camps must follow certain regulation regarding the quality of services and cost and are set up by municipalities.

**Railway/Airport Retiring Rooms**

A retiring room is for the convenience of the transit travellers. These are situated at a major railway station and domestic and international airports. They provide resting rooms are available at reasonable rates and are often air-conditioned. Booking for the same is made through the station superintendent or the airport manager.

They are equipped with clean sanitation facilities and may include F&B facilities at a cost.

### Paying Guest Accommodation

A paying guest (PG) accommodation is a non-institutional accommodation offered by individual households at various destinations. Besides tourist haven like Goa, this kind of accommodation is becoming popular in large metropolitan cities among outstation students and the employed youth migrants from other towns.

Guests normally pay for accommodation, while the rules for F&B services may differ from host to host.

# Hotel Traffic Plans

The various traffic patterns followed by hotels have come to be identified with the area where such patterns originated. Hotels charge their guest according to European, Continental, American, Bed and Breakfast meal plans, etc. We shall briefly discuss these plans. These are followed as:

### European Plan

The tariff consists of room rate only. All other expenses would be paid by the guest as per the actual use of consumption.

### Continental Plan

The room tariff includes continental breakfast, along with the room rent. Continental breakfast includes a choice of fresh or canned juices; bread like the croissant, toast, brioche, etc. with butter or preserves like jam, jellies, and marmalade; beverage like tea or coffee, with or without milk.

### American Plan

It is also known as **en-pension or full board**. The tariff includes all meals (breakfast, lunch, and dinner) along with the room rent. The menu for the food and beverage is fixed.

### Modified American Plan

It is also known as demi-pension or half board. The tariff consists of breakfast and one major meal (lunch or dinner) along with the room rent.

### Bed & Breakfast (B&B) or Bermuda Plan

The room traffic includes American breakfast along with room rent. American breakfast includes most or all of the following: two eggs (fried or poached), sliced bacon or sausage, sliced bread or toast with jam/jelly/butter, pancakes with syrup, cornflakes or other cereal, coffee/tea, and orange/grapefruit juice.

# Types of Hotel Guest Rooms

A hotel sells a combination of accommodation, food, drinks, and other services and facilities to its guests. The main accommodation product is the room, which is among the principal source for the hotel. Other facilities and benefits such as ambiance, décor, in-room amenities, and security, are the add-on that plays a significant role in the pricing of the services.

In order to suit the profile and pocket of various guests, hotels offer different types of rooms that cater to the specific need of guests. The rooms may be categorized on the basis of the room size, layout, view, interior decoration, and services offered. The various types of rooms offered by a hotel are as follows:

### Single Room

A single room has one single bed for single occupancy. An additional bed (called extra bed) may be added to this room on the request of a guest and charged accordingly. The size of the bed is normal 3 feet by 6 feet. However, the concept of single rooms is vanishing nowadays. Mostly, hotels have twin or double rooms and charge for the single room, if occupied by one person.

### Twin Room

A twin room has two single beds for double occupancy. An extra bed may be added to this room on the request of the guest and charged accordingly. The bed size is normally 3 feet by 6 feet. These rooms are suitable for sharing accommodation among a group or delegates meeting.

### Double Room

A double room has one double bed for double occupancy. An extra bed may be added to this room on the request of a guest and charged accordingly. The size of the double bed is generally 4.5 feet by 6 feet.

## Triple Room

A triple room has three separate single beds and can be occupied by three guests. This type of room is suitable for groups and delegates of meetings and conferences.

## Quad Room

A quad room has four separate single beds and can accommodate four persons together in the same room.

## Hollywood Twin Room

A Hollywood twin room has two single beds with a common headboard. This type of room is generally occupied by two guests.

## Double-Double Room

A double-double room has two double beds and normally preferred by a family or group as it can accommodate four persons together.

## King Room

A king room has a king-size bed. The size of the bed is 6 feet by 6 feet. An extra bed may be added to this room on the request of a guest and charged accordingly.

## Queen Room

A queen room has a queen-size bed. The size of the bed is 5 feet by 6 feet. An extra bed may be added to this room on the request of a guest and charged accordingly.

## Interconnecting Room

Interconnected rooms have a common wall and a door that connects the two rooms. This allows guests to access any of the two rooms without passing through a public area. This type of room is ideal for families and crew members.

## Adjoining Room

Adjoining rooms share a wall with another hotel room but are not connected by the doors. For eg. Room no. 201 and 202, 203, and 204, 205 are adjoining as each pair of rooms shares a common wall.

## Adjacent Room

An adjacent room is very close to another room but does not share a common wall with it.

## Parlour Room

A parlour room has a living room without a bed and may have a sofa and chairs for sitting. It is generally not used as a bedroom.

## Studio Room

A studio room has a bed and a sofa-cum-bed and is generally used as a living room.

## Cabana

A cabana is situated away from the main hotel building, in the vicinity of a swimming pool or sea beach. It may not have beds and is generally used as a changing room and not as a bedroom.

## Suite

A suite comprises more than one room; occasionally, it can also be a single large room with clearly defined sleeping and sitting areas. The décor of such units is of very high standards, aimed to please the affluent guest who can afford the high traffic of the room category.

## Duplex

A duplex suite comprises two rooms situated on different floors, which are connected by an internal staircase. This suite is generally used by business guests who wish to use the lower level as an office and meeting place and the upper-level room as a bedroom. This type of room is quite expensive.

**Efficiency Room**

An efficiency room has an attached kitchen and bathroom for guests preferring a longer duration of stay. Generally, this type of room is found on holiday and health resorts where the guest stays for a longer time.

**Hospitality Room**

A hospitality room is designed for hotel guests who would want to entertain their own guests outside their allotted rooms. Such rooms are generally charged on an hourly basis.

**Penthouse**

A penthouse is generally located on the topmost floor of hotels and has an attached open terrace or open sky space. It has very opulent décor and furnishings and is among the costliest rooms in the hotels, preferred by celebrities and major political personalities.

**Lanai**

A lanai has a veranda or roofed patio and is often furnished and used as a living room. It generally has a view of a garden or sea beach.

# Emerging trends in Accommodation

# Hotel industry trends

Talking about trends, trying to predict them, and attempting to foresee the future is very much a trend in itself. Trends are often powered by new consumer behaviour, new technology, and the new business theories that are powered largely by the former two factors.

The way that hotels capitalise on new trends is vital to how successful their business remains. This blog will take you through all the key trends to be aware of today.

# Current and emerging hotel trends to be aware of

Generic or impersonal hotel companies will struggle to survive in the future. Your hotel must have a personality that connects to both existing and prospective guests who are looking for a unique travel experience. Obviously, this personality must be conveyed via your staff and the property itself, but it should also permeate your online presence.

Here's a list of some commonly heard initiatives that are increasing in their application around the world.

- **Smart hotel technology**
  Incorporating the Internet of Things (IoT) into a property is something that excites guests. It offers them a high level of convenience and efficiency, and also a sense of luxury. People are starting to incorporate tech like this in their own homes so the demand for it in hotels continues to increase.

- **Sustainable hotels**
  Generally, society is becoming more environmentally conscious as it becomes clear sustainability is an important issue. These changing attitudes are filtering into the way travellers choose their hotel. Sustainable hotels look at eco-friendly construction, energy saving, and waste management as priorities.

- **Robot staff**
  Some travellers may find it confronting to be served by a robot, others may welcome the chance not to have to interact with humans when staying at their hotel. More and more hotels are using robots in some capacity, to help automate check-in and check-out, carry luggage and act as concierges, or for room service.

- **Virtual Reality and Augmented Reality**
  These technologies are no longer the niche segments they once were. Extremely popular already in gaming and entertainment as well as attractions, they can also be quite useful to hotel customers. Virtual reality replaces the real world with visual and audio input while augmented reality layers virtual elements onto the real world. Customers who want to try before they buy can take virtual tours of your property and even parts of the destination. With AR, a hotel might use an interactive map to provide information to guests.

- **Unique brand experiences**
  Many hotels are now starting to differentiate their brand by doing something unique with the way they design, layout, or outfit their property. Travellers are looking more and more for cool, experiential hotel stays so anything a hotel can do to provide a novelty factor is going to be at an advantage.

All of these trends are influenced and informed by greater societal trends. There'll always be a place for good old-fashioned hospitality but the way it's delivered probably will need to be altered.

# Trends in the hotel industry that lasted

Not all trends have to be new. There are many that reshape the industry and become an integral part of it, continuing to grow over time.
Examples of this include:

- **Sharing economy**
  Airbnb represented a major disruption in the travel industry and it certainly stuck – but it didn't kill hotels either. Just as Uber hasn't killed taxis. Rather it's contributed to a growth in the industry which can only be a good thing.
- **Online travel agents**
  Obviously OTAs changed the entire landscape of the hotel industry. They made it so much easier for travellers to find and book hotels, and much easier for hotels to reach target audiences. Hotels were able to brand-build and occupy their rooms like never before. It did come at a price however, with hotels needing to pay OTAs for the privilege of accessing their guests.
- **Digital guest experiences**
  Digital marketing has been a way to reach travellers for a while but it continues to grow. Customers themselves are interacting with digital experiences more than ever before and are now expecting to be communicated to via digital formats. Apps in particular are seeing a huge rise in usage and there are tonnes of ways hoteliers can use apps to manage the relationship they have with prospective and existing guests.
- **Boom of global tourism**
  Global tourism has grown steadily year on year, especially as more nations become developed and low-cost carriers have enabled people to

cross the world at a reasonable price. Pre-COVID, travellers from locations like Korea, China, and India now represent a large body of potential guests for hoteliers. Their demand has a big impact on what the hotel offers.

- **Young markets**
  Young people have always had a sense of adventure and desire to travel. In today's climate they are a huge consideration for hoteliers. Generations Y and Z live for the opportunity to getaway and undertake life-changing or life-enriching experiences. They also bring a new focus to travel, with older generations thinking about hotels and car rentals while the younger group are starting to think about Airbnb and Uber.

- **Power of social media**
  Since the launch of Facebook and other social media platforms, the power to influence travellers has soared – and will continue. The number of media that can be pushed to global audiences is vast and extremely incentivising. Brands can market much better and are constantly finding new ways to use social media to collect loyal customers. Meanwhile, when travellers share videos and photos of their trips with friends and family, this is one of the most impactful factors in inspiring others to take a trip. The other advantage of social media's growing dominance is that it makes your property available to travellers 24/7 with chatbots and automated messaging.

Instagram in particular is the place to be for hotels and travel brands given it has one billion monthly users and 500 million users of stories each day. Meanwhile, TikTok also has one billion active users, 61% of which are female.)

# Hotel industry market trends

The COVID-19 pandemic threw market trends into disarray. Everything that was being predicted and forecast could no longer be relied upon. Now new trends are emerging, especially when it comes to traveller behaviour, motivations, and booking trends.
SiteMinder produced a report on changing traveller trends in 2021 and is preparing another for 2022.
Generally, traveller markets are:

- Expecting higher standards from their accommodation providers

- Being more careful about choosing their destination and hotel, in regards to health and safety
- Looking to tick off bucket list items and make up for less time by taking truly meaningful trips
- Leaning towards booking independent or boutique hotels rather than big resorts or chains
- Heavily influenced by family and friends, and the promise of memorable first-time experiences
- Intending to combine work and leisure during their trips, taking advantage of flexible work policies around the world
- Becoming more comfortable with their data being used to enhance their experience

On top of this, the events of the past few years are driving wellness travel to even bigger heights. Wellness as a movement is transforming into a $1.5 trillion market. Naturally, this means more and more travellers will have wellness in mind when researching and planning their trips.
Most country markets are still recovering from the pandemic, with much change still to come in the months and years ahead. However, pre-covid numbers can give us an idea of what to expect when things are back to 'normal', with Europe boasting 12 of the top 20 destinations.
For international travel, the top 10 markets are:

- France
- Spain
- US
- China
- Italy
- Turkey
- Mexico
- Thailand
- Germany
- UK

With some border restrictions still in place, much more short-haul travel has occurred in the past two years, increasing domestic tourism and boosting certain destinations in Europe which are easily reached by neighbouring nations.

# Economic trends in the hotel industry

There's no doubt the ongoing pandemic has significant negative effects on the economy, not least of which is travel and tourism.
In Australia, Deloitte reported that the nation lost $147 billion in domestic and international tourism expenditure between March 2020 and the end of 2021.
Globally, 2022 still sees plenty of hurdles. With COVID infections ongoing, global conflicts, supply chain issues, and inflation the outlook could be more promising. For hotels in remote areas, this is particularly hard to combat since those who do decide to travel are looking to visit 'bucket list' destinations or attractions.
Experts in the hotel sector have said these areas will play crucial roles in how the industry fares economically in the future:
**Bleisure travel –** Make it easy for travellers to combine work and pleasure on their trips. This means adequate work spaces in your room or hotel, along with charging ports, quiet areas, and even meeting rooms.
**Virtual travel considerations –** This is not intended to replace real travel, but rather increase the hunger for real experiences through virtual ones. By letting guests virtually explore, it will fuel their imagination and anticipation of being fully immersed in a hotel or a destination.
**Sustainable conscious travellers –** The buzz around this won't die down as more and more young people become concerned with how environmentally friendly their travel and accommodation are – choosing brands that actively advocate for sustainability.
**The importance of small businesses –** Without small accommodation providers, small retailers, and small service providers, many destinations would cease to be attractive travel options. Small operators bring a uniqueness and a level of personalisation that travellers love. They are also popular options when people are travelling for events or festivals etc, which are set for a rebound.
COVID as an influence and experiential travel as a motivation – The choices travellers are making have changed. The majority are still choosing destinations with low COVID-19 infections rates, while they are also looking to engage

more strongly with the history and culture of their destination. This could be another reason smaller hotels are being preferred.
Access to regularly updated data and being able to analyse and understand their own performance, will help hoteliers keep on the right of pricing and revenue management. It's likely much change will still occur over the next 24 months, so having systems in place that allow for quick adjustments will be hugely beneficial. Utilising a hotel commerce platform will aid these endeavours, by allowing hotels to control all aspects of their hotel from one central, integrated, interface.

# Popular digital and technology trends for hotels

Technology is an area of the industry that is showing the greatest and most accelerated development, both in terms of technology the hotel uses and technology the guest uses before, during, and after their stay.
Digital media and the unhating march of technology means the way you present your hotel business and get people interested will need to revolve around online activities.
The increasing popularity of video marketing and the rise of virtual reality (VR) will give guests a whole new opportunity when researching travel and exploring the hotels they want to stay with. To this end you need quality content to host on these platforms and show off the unique selling points (USPs) of your property.
The most important digital and tech trends

- **Voice technology**

With the amount of data in the world, voice search is another aspect with the potential to really narrow things down. Amazon's voice assistant is now in hotels, from chains to vacation rentals. The system can be customised to include key guest information, like checkout time or pool hours; allows guests to request services like housekeeping or room service; and can be configured to control "smart" hotel room functions, like adjusting the thermostat, controlling the TV and entertainment systems, or raising the blinds.
However, the greatest impact may come from travellers using Alexa in their homes to find them a hotel, or organise a trip.

- **Drone technology**

Using drones for photography and videography has become extremely popular and will only grow. Individuals are using it on days out, on trips, and to help sell properties or products. Many travellers now use drones to document their trips and to post breath-taking pictures to social media, giving friends and family a true example of a destination's beauty.
In an age where travellers are looking for as much information as possible, this extra exciting point of view could be the factor that seals a booking for your property.

- **Demand for flexible check-in and check-out**

The more time-efficient travellers become, the more time-efficiency they crave. The more convenience they're offered, the more they want. With huge efforts being made around the world to personalise and improve guest experience, travellers will now only settle for the best. Check-in and check-out are one of the most important places where this can be improved.
One of the greatest bug-bears for guests is any delay or friction at the front desk and when arriving and departing for their trip. One of the reasons for this is that many hoteliers around the world rely on manual methods for managing their property. The good news is that technology exists to allow for much smoother check-in/out experiences for guests.

- **New ways to pay**

Payment should be seamless, easy, and fast. In other words; hassle-free.
Being one of the more progressive areas of technology, the main points to focus on are emerging and alternative forms of payment, and new developments in integrated payment systems. Integrated payment solutions are now making it much simpler for hotels to accept and process transactions. With payment portals housed within the property management system, clunky hardware is eliminated, and paperless transactions are enabled.
Again, convenience is king. Customers will always look for, and choose, the payment method that's easiest for them. If you can satisfy a guest's need for quick and easy payment, you're more likely to be rewarded with loyalty. It's also important to keep track of any trends that might allow you to drive repeat business. Channels such as Expedia previously opened the door for cryptocurrencies, allowing travellers to purchase flights, hotels, and vacation

packages with their completely digitised tender, ushering in a new era for the travel industry.

- **Artificial intelligence**

Chatbots have been well and truly established in customer service. Very few websites now don't involve some kind of interaction with a notification pop-up asking if you need assistance. In hospitality, this trend is especially strong, where 24/7 support is often required. This type of artificial intelligence is proving very useful for helping visitors with their enquiries, processing bookings, and checking guests in and out.
Coupled with this is recognition technology – which will allow guests to enter their room, or even check-in and out, via face or fingerprint recognition. This kind of enhancement to guest experience will be a point of difference to the hotels that implement it first.

- **Distribution tech**

You don't need to be told twice how important it is to make sure travellers are finding and booking your hotel. Distributing your rooms to the right channels is vital for the success of your business, as is managing distribution and reservations in an effective manner. As time goes by an increasing pool of distribution channels will become available, and we'll see an increasing number of hotels adopt technology to help with this.
As more online booking channels announce their presence across the industry, and more travellers visit these platforms in large numbers, hotels have started to expand their distribution network by partnering with more OTAs and other platforms in order to ensure maximum visibility. Managing this in real-time, seamlessly alongside other vital hotel systems, for maximum profit will be benefited by using a hotel commerce platform.

- **Trip Stacking**

This phenomenon is of particular interest to hotel marketers. It's a practice that travellers are using to combat the uncertainty caused by COVID-19. It involves them booking two or three trips for the same time period, in case they get hit by cancellations. This way, they can be assured all their plans won't fall through.

Hotels will need to think about how they make themselves the number one choice, perhaps by sending especially helpful or personalised pre-arrival emails or by upselling particularly attractive incentives and value-adds.

# Future trends in the hotel industry

Everyone wants to know what's going to happen in the future, but most lasting trends are incremental, so it's likely that future trends are trends right now that are simply on a smaller scale than they will be as more time passes.
Here's a full list of what's expected to be a strong trend in the years ahead:

- **Smart rooms**
  Travellers will pay a lot for convenience and what's more convenient than a room that doubles as your personal assistant? With wireless charging, smart controls such as Amazon Alexa and Google Nest, the internet of things, soundproofing etc travellers will be able to do anything they want in their hotel room and barely have to move a muscle to do it. Smart rooms will enable guests to be as relaxed as they possibly can be on a trip.

- **Green hotels**
  The world is quickly becoming more environmentally conscious, to the point where it is starting to impact the traveller's choice about where they stay. Hotels are reacting by using solar power, conserving water, reducing plastic, adopting motion sensors, and adding meat alternatives to menus. It's what guests now expect so hotels need to join the sustainable movement.

- **Multicultural employment**
  Hospitality is especially strong in this area, making many hotels truly international. This adds another dimension to the guest's stay. They might be served by someone from their own country or learn about a culture they've never visited before while staying somewhere they haven't visited before either.

- **Technology on every front**
  Technology is advancing to the point where no part of a trip or experience is without it, and hotels rarely operate without it. Artificial intelligence can be used for pricing rooms, to checking-in guests, to online help, room service, and more. Transport technology is being upgraded, search engines can now be voice operated, and there's literally a mobile app for everything. On the whole, technology makes it much easier to personalise the guest experience and remember their preferences.

- **Traveller priorities It’s never been**
- truer that travellers are looking for experiences over materials. They are constantly looking for something unique or something that speaks to what they are passionate about. To give you an idea of what this means, there are people who will travel for their love of coffee alone for instance. Or there are those who will visit sports-themed hotels just because of their love of baseball or basketball for example. Other influences on traveller experiences that are on the rise include glamping, cannabis tourism, medical tourism, social media influencers, and – pets.
- **Hotel designs and business strategy**
  Driven by the changing preferences of travellers, many hotels are attempting to take up the challenge. ‘Cool’ luxury brands are starting to pop up in increasing numbers, along with ‘Instagram able’ brands, micro-rooms, a focus on local design and flavour, and experiential social spaces.

The reason so many hotels are striving to be ‘different’ is because globalisation continues unabated. There are changing demographics as some rising nations get more money to travel, and the gap between the upper and middle class keeps widening. Wealthy travellers crave even more novelty, creativity, and over-the-top experiences for their money.

# Travel industry trends: How to stay relevant

Clearly the most important trends are the ones which will impact whether or not a traveller chooses your hotel. Where should you be concentrating your efforts to capture bookings?
To stay relevant and ensure the regular flow of bookings, don’t ignore the following:

- **Mobile booking –** Online bookings via mobile are increasing exponentially.
- **Social media –** The prevalence of social media in decision making is increasing, particularly Instagram.
- **Growth in Asia and Asia Pacific travel –** These guests come with their own set of ideals and preferences.

- **Multi-channel distribution –** As traveller markets become more diverse, so must your ability to reach them.
- **Technology is a driving force –** It's now a significant disadvantage not to be tech-led in your business strategy.
- **Transport is becoming cheaper –** More people are being freed to travel, bringing new markets into play. Do you have an offer for them?
- **People want travel to be enriching –** The experience of visiting another destination should be fulfilling and exciting. You need to make sure a stay at your hotel is not a forgettable one.
- **Money talks –** Travellers are now willing to spend more if it means they get a unique experience. The value for money is the most important thing.

# Hospitality trends: Prominence of wellness travel

One of the biggest trends in recent times has been wellness travel; people travelling to make an improvement in their bodily and mental health to achieve an overall sense of well-being. Travellers are certainly becoming more health-conscious, with technology able to help people keep a closer track of their health.

Beyond COVID-19, there's every sign this will grow so hotels should be doing what they can to enable those guests who are seeking wellness to stay fit of body and mind while travelling. This might include changing your hotel menu, upgrading amenities, putting on classes, or renovating rooms to give guests the freedom of choice they want, and the ability to stick to the same routine they have at home if they choose to.

Some examples of how wellness travel fits into the grand scheme of things:

**1. Stop smoking retreats**

Going cold turkey is hard enough but doing it within the confines of work and other life related stress is near impossible. So, taking valuable quiet time away at a health-conscious retreat will help assist a therapeutic dispelling of bad habits and cravings.

**2. Men's health**

Even though men are still considerably less likely to visit a doctor than women, they're beginning to open up and wellness retreats present a less confronting option for addressing health needs.

**3. Healthy mind and emotion healing holidays**

A growing realisation that a healthy life is made up of a balance between mind and body sees retreats offering wellness coaching in mindfulness, meditation and yoga to help people combat burnout.

**4. Eat-well detox holidays**

'I'm going on a detox' is a commonly heard phrase between friends and workmates but how many people stick to their plan? Combining a detox with a holiday at a healthy-eating retreat will assure the traveller gets the physical cleansing they were hoping for.

**5. Zen and adrenaline**

Two things that may not seem like they go together are relaxation and adventure sports but combining both encourages a traveller to live in the moment and let go of any worries they are suffering.

**6. Family-wellness holidays**

Once off-limits to children, retreats and spas now encourage quality family time, with some treatments specifically designed for children. These are often treated as a tech switch-off trip where the family can bond over new adventures and activities.

**7. Workplace wellness**

It's become commonplace for work 'teams' to take weekends away together to bond and enjoy each other's company without the stress of work. Often, these are physically active trips.

**8. Eco-friendly wellness retreats**

The affinity with mother nature that is encouraged by wellness travel is resulting in the emergence of more environment-conscious travellers who want to relax without feeling guilty about it.

As wellness grows as a social movement overall, there are always new trends emerging to change the way people interact with their health and daily lives. *Here are four more wellness travel trends that were uncovered, which hotels could pay attention to:*

**1. A new era of transformative travel**

Transformative travel, the concept of travelling to find a new perspective or to undergo some self-reflection, is set to take a step further. New ideas are forming on the basis of stories or narratives. Instead of one destination and experience to

change perception, a new trend will be about multiple linked chapters taking a traveller through an emotional saga of transformation.
By blending storytelling with wellness experiences the emotional power can be much stronger. In this situation the wellness and the art/performance are happening together – like soaking in hot springs while taking in a play or meditating in the galleries of art museums.
An example includes Iceland's The Red Mountain Resort, where travellers can experience the emotional and sensory voyage of an ancient hero, while enjoying all the wellness amenities the property has to offer.

**2. Wellness in the kitchen – what's the impact on travel?**

Society is starting to move away from an embrace of processed and long-lasting food. People now want living, healthy, organic local food. The trend is poised to turn kitchens into a better reflection of themselves, using advancements in technology to foster a healthier lifestyle.
Given one of the biggest factors for travellers is to enjoy rare, unique, and wonderful dining experiences, a more authentic experience in their own homes only raises the stakes for accommodation providers. Hotels and resorts must focus more than ever on sourcing local produce and preparing meals for guests in a traditional manner.

**3. Extreme travel as a path towards wellness**

The idea of pushing the body to the limits to produce both physical and mental benefits is gaining popularity. Taking extreme challenges, treatments, and experiences goes some way to redefining what humans can do and giving people more control over their health and wellness.
Many travellers are now taking the view that relaxing by a beach or staying at a yoga retreat should not be the extent of a wellness trip. Instead, one-of-a-kind challenges are taking centre stage. This might mean hiking eight hours along a glacier or rafting down the Amazon, whatever might scare off the ordinary person. Logging-off from the world is a tie-in to this, with a key part of the experience being to abandon Google maps, social media, work emails etc.
An example is UK travel company Black Tomato, which takes travellers out of their comfort zones on tailor-made trips that take six months to prepare and cost upwards of $30,000.

**4. Feminist wellness and travel grows more powerful**

Many women are finding empowerment through travel, and most wellness travel happens to be aimed at women. However, these days there is a more

creative, wild transformation happening, where women will travel on solo adventures to challenge themselves.
Many travel companies are now positioning challenging adventure holidays as a chance for women to experience personal growth. Another trend for women's wellness travel is on the subject of healing pain, targeting women who want to take a transformative trip after experiencing some kind of grief or trauma, and helping them get past it.
While many of the hotels employing wellness marketing techniques are quite unique to each other, they're all an answer to the travellers' increasing desire to maintain a healthy lifestyle whether they're at home, on a holiday, or on the road for business.

# Hotel front office trends

Whether you call it a front office, front desk, reception, lobby desk, or check-in desk, the frontline of your hotel is the control centre for all guest experiences. If you aren't keeping up with the trends here, you could be losing both money and reputation.
With guests always looking for a fast and easy transition from travelling to settling into their hotel room, speed and convenience are much needed. *Recent trends to achieve this have included:*

- **Property management systems –** Moving from manual management to automated, cloud-based, software has allowed hoteliers to save hours of time, boost revenue, gain access to priceless data and performance metrics, and enhance guest communications and experiences.
- **Mobile apps –** Mobile capabilities are expanding worldwide and guests expect your mobile experience to be on par. This means allowing guests to check-in remotely, access their rooms with mobile access, and order room service. There's a world of easy-to-use apps your hotel can plug-in to your guest experience to help with this.
- **Increased personalisation –** Having as much personal data on record at the front desk as possible will help your hotel staff deliver memorable and personalised experiences. A guest mentioned they have an allergy? Curate a room service menu just for them.

- **Staff optimisation –** With staff and skills shortages a prominent issue, hoteliers will need to turn to technology – not to replace staff or eliminate the need for hiring, but to allow all staff to do more with less time. By enabling staff to automate and save time, guests will benefit from the extra attention being paid to them.
- **Safety and hygiene –** An emphasis on health and safety guarantees will continue. Guests are conscious of it, so hotels must be too. This means increased cleaning activities and more resources on site for customers, such as hand sanitiser.
- **Social media marketing opportunities –** social media can be a cheap and effective marketing method, especially if content is customer-generated. Many hotels are actively seeking to put a centrepiece in their lobby or common areas that is 'Instagram able'.

# Time-share-Condominium

Time-share hotels are referred to as vacation ownership hotels. The concept is that for a set period which may be one week or more in a year the person gets the right to enjoy the stay and other facilities and services in an apartment are any other type of lodging in a tourist complex. It is like an advanced purchase of time in holiday accommodation. Here the purchaser has to pay a one-time capital sum and then an annual contribution towards the maintenance of the property. The fee usually covers services such as cleaning and maintenance of apartment and public areas, electricity, gas, water, etc. **Avalon resorts. Sterling resort, Mahindra holding, etc.** are the few time-share hotels in India.

**Advantages of Timeshare**

**Spacious accommodations**
One of the advantages that timeshares have over hotels when going on vacation is the space that they provide.

- Guestrooms
- Living and dining areas
- Bathroom
- Fully equipped kitchen
- Laundry

**Easy vacation planning**–

- Where to go, when to go, where to stay, how much to spend?

- No need to search online for the stay
- No need to spend time or stress about vacation accommodation

**No need to eat out**

- One of the most expensive aspects of travelling is the cost of food.
- Most timeshare comes with equipped kitchen. It may be advantages to those on dietary needs with kids
- Options to eat out or cook meals yourself.

**Unlimited resort amenities**

- Use on the hotel amenities and facilities of the hotel like pool, tennis court to own sauna etc.
- It can be less expensive than to pay for a tennis membership or a golf membership.

**Known commodity**

- When you go to the same timeshare resort every year, you know exactly what you will be getting on your vacation.
- You can be confident that you will get exactly what you have come to expect from your previous visits

**No additional charges for friends**

- Able to invite additional people on vacations with no extra charges.
- Timeshares have fewer limitations then hotels to the number of people who are allowed to stay as timeshare has larger accommodation units

**Convenient laundry**

- Most Timeshare units provide washers and dryers in the room.
- No need to find local Laundromats or go for expensive hotel laundry.
- Especially convenient for those with kids that soil the clothes easily.

**Condominiums**

Similar to timeshare, except that condominium hotels have a SINGLE OWNER instead of multiple owners sharing the hotel. In a condominium hotel, the owner informs the management company when they would occupy the unit. The management company is free to rent the unit for the year, and this revenue goes to the owner. Owners generally pay a monthly or annual fee to management company.

**How is Hotel Business different from the condo units**

The normal hotel business is run on a day-to-day basis. Condominiums have a policy of doing only that which they feel will be for their common goods. They have no fixed standards which may compete with any standard hotel. They don't have to confirm the standards which a 5 Star has to –

- Certain services which are required 24 hours such as Front Office counter, Restaurants, Coffee Shop, Room Service, Swimming Pool, Shopping Arcade may not be available
- Normal hotel function round the clock but no such service may be provided in a Condominium
- Period of stay may differ from normal hotels
- Condominiums do not follow any set policies
- Condominiums do not have restaurant servicing cuisines from different parts of India and also from countries all over the world which are generally found in all the major hotels
- Condominiums do not have a set time for arrival or departure
- Condominiums do not have a fixed number of rooms to maintain
- Dining facilities in a condominium are restricted to own cooking

**Timeshares and Condo Hotels Similarities**

Timeshares and Condo Hotels Similarities Timeshares and condo hotels have many similarities, including:

- Both are traditionally sold fully furnished, which is built into the price
- Timeshares and condo hotels are located in desirable locations and resort areas
- Both options allow you to find your own renters if necessary

When it comes to a developer, construction or interior design company furnishing timeshares and condo hotels, the main differences will be in design and luxury. While timeshares and condo hotels share some similarities, they are also very different.

**Differences Between Timeshares and Condo Hotels**

One of the main differences in buying timeshares and condo-hotels comes in the flexibility of use. When purchasing a timeshare, you choose a specific location

and set a week or two you will use your vacation home each year. In purchasing a condo-hotel, you have the flexibility to use your unit whenever you want, though there are usually restrictions that prohibit making it a permanent residence.
In choosing a timeshare, your amenities may be limited to the use of the swimming pool and other common areas. Choosing a condo-hotel provides you access to those amenities as well as those you would traditionally find at a luxury hotel such as restaurants, lounges, spas, exercise facilities and bars. Also similar to a hotel, you have access to daily housekeeping, maintenance services, room service and more. At a timeshare, you're responsible for housekeeping and unit upkeep during your stay.
Another difference in owning timeshares and condo-hotels comes at a price. Owning a condo-hotel gives you deeded ownership of the property. Condo hotels are typically more expensive, but that price difference usually goes into unit enhancement rather than commissions typical of timeshares. With a timeshare, you're only purchasing one to two weeks of usage. During the time you're not staying at the timeshare, you can't generate any revenue, unlike a condo-hotel. When not staying at a condo-hotel, your unit can be entered into the management's rental program.

# Major Hotel chains in India

**Top 5 Hotel Chains in India**

**The Leela Palaces, Hotels and Resorts**

The Free Indian Army Captain with his roots in Kannur, Kerala, who laid the foundation of one of the best luxurious 5-star hotel chains in India – The Leela; Late Capt. CP Krishnan Nair did it all. Named after his wife, the Leela is a range of nine award-winning lux hotels spread across key destinations in India, which is currently being owned by Brookfield Asset Management. During his handloom business, he had to meet high profile people which made him visit some of the luxurious hotels in the world, those days. He was always fascinated by their high standard of hospitality and the nuances of dining they offered. So, at the age of 65, Capt. CP Krishnan opened the first-ever luxury hotel near Chhatrapati Shivaji International Airport – the Leela Mumbai in 1986 and has

been awarded National Tourism Award for being the highest-grossing foreign exchange earner. The Portuguese inspiration – The Leela Goa, the great Mysore Palace inspiration – The Leela Palace Bengaluru, the royal Rajasthani heritage – The Leela Udaipur, Chennai's only modern palace – The Leela Chennai, the remembrance of Sir Edward Lutyens – The Leela Palace New Delhi or the upcoming aesthetic The Mahatma Mandir Convention and Exhibition Centre by The Leela, the brand has incorporated the royal heritage, traditional warmth and the charm of modern age architecture in its range of hotels. Each of them has been aesthetically designed with luxurious rooms and suites, superlative lounges, 24 hours fitness centres, exotic spas, pillar-less halls and much more with a capacity of more than 300 rooms. Truly the dream of Capt. CP Krishnan has come to life, reliving the royal Indian heritage each day at The Leela.

**ITC Hotels**

With over 100 hotels in more than 70 destinations, ITC Hotels is India's third-largest hotel chain in India and is one of the luxurious hotel chains in the world. The Distinguished Alumnus of IIT Kanpur, Sanjiv Puri, founded ITC hotel chains in 1975, as a part of ITC Limited group of Industries which later signed a franchise agreement with Marriott International to operate as part of its Luxury Collection. Mr Puri is a pioneer who established the best hotel chain which continues to pursue Responsible Luxury by empowering India in terms of employment & economy. ITC hotels have categorised it as a range of hotels under four distinct brands namely Marriott's "The Luxury Collection", Welcome hotels, Fortune Hotels & Welcome Heritage. They have reconstructed plenty of palaces, forts, Havelis & royal homes which were degrading with time. They have been instrumental in preserving historical Indian Grandeur and Opulence while offering best in class modern hospitality services in terms of their branded cuisine – the Welcome Cuisine, Kaya Kalp Spa, ITC Green Centre, excellent accommodation or their Platinum LEED certificate which makes them the Greenest Hotel Chain in India.

**Lemon Tree Hotels**

Lemon Tree hotel chain is the largest mid-priced hotel chain in India and ranks amongst the best luxurious hotel chains in India with 82 hotels, more than 8100 rooms in 50 different cities across the nation. Founded by Patanjali (Patu) Keswani, Lemon Trees operates under the label of 7 brands: Aurika Hotels and Resorts (upscale), Lemon Tree Premier (upper midscale), Lemon Tree Hotels (midscale) & Red Fox by Lemon Tree Hotels (economy), Keys Prima (upper midscale), Keys Select (midscale) and Keys Lite (economy). The brand keeps up their promise of exclusive hospitality by high-class professionals they have

and offers stylish features & excellent services. They focus on a healthy "triple bottom line" which aims at maintaining sustainability between planet, people and profit and has helped them achieve Leadership in Energy and Design (LEED) gold certificate. It's a matter of fact that today, 16% of employees are those Indians who were opportunity deprived by some means before and it holds as a testimony that not just being the most exclusive hotel chain in India, they are also the most responsible hotel chain in India.

**The Oberoi Group**

Padma Bhushan Prithvi Raj Singh Oberoi, also known as "Corporate Hotelier of the World" succeeded the lineage of one of the oldest and largest luxurious hotel chains in India – The Oberoi Group, established by his father Rai Bahadur Mohan Singh Oberoi in 1934. An opulent hospitality chain with 31 luxury hotels and 5 cruise ships in 5 countries, the Oberois have proven their mettle worldwide. Their hotel chain has two brands – Oberoi Hotels & Resorts and Trident Brands, which launched India's first modern five-star, world-class hotel – Oberoi Intercontinental in Delhi. Whether it's their spas, bars, catering or management, everything is a style of excellence that they have been passing on generation after generation. Oberois were the first to employ women in hospitality and now have a team of 12,000 people. Even after the 2008 Mumbai terrorist attack in The Oberoi Trident, they didn't stop and continued to deliver what they believe, an experience that lasts with you forever.

**Neemrana Hotels**

Neemrana hotel chain is a bit different from what we have discussed before. Neemrana Hotels is an Indian organisation that restores the heritage sites and transforms them into hotels. It was founded in 1991 by Aman Nath and Francis Wacziarg, a former French diplomat and Indian resident. Their interest in heritage architecture led them to buy Neemrana Fort and later they transformed the ruins into a colonial-style hotel with 12 rooms. Today they own 18 hotels in 13 different locations including the Baradari Palace, Piramal Haveli, Tijara Fort-Palace, The Glasshouse on the Ganges and have even restored the famous Pataudi Palace. The "non-hotel" experience that they offer allows you to relive that era with the works of local artisans and traditional craftsmen. Neemrana is an exquisite hotel chain which offers one in a lifetime experience.

**The Residency Group of Hotels**

The Residency Group of Hotels is a confluence of luxury, business and boutique hotels in South India, namely Chennai, Coimbatore, Puducherry and

Karur. Its hotels are a range of 5-star hotel chains in India along with other multi starred hotels. The brand is owned by Appaswamy Real Estates Ltd. under the flagship of Ravi Appaswamy. What makes this hotel chain different is their themed restaurants and bars & its food and beverages options for which they have many times topped Times Food Guide. Their advanced and intrusive hospitality, guest-centric approach, leisure and banquet facility gives you a more personalised deluxe experience and leaves a long-lasting impact. If you are looking for some new-age hotel experience then Residency Group of Hotels is the right pick for you.

**Sarovar Hotels & Resorts**

Sarovar Hotels & Resorts is the hotel chain which stretches throughout India with three premium brands: Sarovar Premiere and Park Plaza – the upscale (5-star) segment, Sarovar Portico and Park Inn – the midmarket (3 to 4 star) segment, Home Tel – 3-star to budget. Anil Madhok, the pioneer of Sarovar Hotels & Resorts, laid its foundation in 1994 after he garnered his experience from The Oberoi Group. He has a Lifetime Achievement Award by Hotelier India and it's visible in the hospitality of this premium hotel chain. They offer affordable luxury to chic boutiques with value-driven excellence in more than 85 hotels over 55 destinations and hence fit well in between the luxurious 5-star hotel chain and the affordable 5-star hotel chain of India.

**Indian Hotels Company Limited**

Indian Hotels Company Limited is the first hotel chain in India that was ever established. Established by the Industrialist Jamsetji Tata in 1899, with 121 years of experience, IHCL has 196 hotels in 12 countries across 4 continents, with over 20,000 rooms and 25,000 employees. Truly a magnificent and the most luxurious hotel chain. It opened the first luxurious hotel of India – The Taj Mahal Palace, Mumbai – the site of 26/11 Mumbai Terrorist attack. Apart from their luxurious hotel chains, they also have midscale hotel chain Ginger Hotels and the upscale one namely The Gateway Hotels and Resorts and Vivanta Hotels. This legacy hotel chain now comes under the Tata Group and has Jungle Safaris as well. With time they have been flourishing more and more; from being a brand in India to being the Asia's largest hospitality brand and now have launched Sele Qtions, a named collection from IHCL. IHCL truly is a gourmet experience hotel chain in India.

**Oyo Rooms**

Oyo Rooms, a start-up of 2013 which is today's largest hotel chain in India, covering mostly the leased and franchised hotels, homes and living spaces. It is an affordable and budget hotel chain. Ritesh Agarwal, an intelligent CEO, who cracked the hospitality market with more than 10 billion funding from China as of now, has expanded globally with thousands of hotels and millions of rooms just in India. Oyo Townhouse, Oyo Home, Oyo Vacation Homes, Palette, Oyo Life, Yo! Help are some of the features and facilities that the brand offers. Things that attributed to its success were budget-friendliness, easy agreement and mobile application. Though Oyo has been accused of scandalous controversies of breaching customer privacy, rape incidents, and mismanagement by the staff, Oyo is still catering its popularity and has invested in Hooters Casino Hotel of USA and acquired Amsterdam based Leisure Group last year, 2019.

# FHRAI

**The Federation of Hotel & Restaurant Associations of India**, often known by the acronym, FHRAI, is the Apex Body of the four Regional Associations representing the Hospitality Industry. FHRAI is the world's third largest Federation and is playing a proactive role in the development of India's tourism. Founded in 1955 by the legendary Late Rai Bahadur M S Oberoi, it is India's premier Hotel & Restaurant Association with a direct membership of over 3200 organizations from both the private and public sectors. Through its Regional Associations and Associates, it represents 100,000 Hotels and Restaurants all over India.

FHRAI provides an interface between the Hospitality Industry, Political Leadership, Academics, International Associations and other Stake Holders.

FHRAI is committed to promote and protect the interests of the Hospitality Industry by actively seeking better privileges and more concessions for the industry. FHRAI members are always kept abreast with the latest trade information and trends, statistical analysis and reports on various topics that have a direct impact on the industry, government notifications and circulars. **Must be a functioning restaurant**. Must have minimum 25 covers. Must have all the relevant Municipal/Police or any other required licenses with current validity. A Restaurant within the hotel (who is FHRAI member) can also apply for separate membership. Hotels will allow a discount of **30%** to a visiting hotelier or restauranteur on the production of a membership card. To avail the discount on hotel accommodation, card holders should make an advance

reservation informing the member hotel of their holding of F.H.R.A.I. Membership Card.