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## INTRODUCTION

A hotel is an establishment that provides basic services of food, beverage and accommodation to the ones who are in the capacity to pay for it and in the ability to receive it. By British law *Hotel* or *Inn* is defined as “a place where a bonafide traveler can receive food and shelter, provided he is in a position to pay for it and in a condition to receive it”.

## GROWTH OF HOTEL INDUSTRY

Hospitality is the second oldest commercial endeavors known to man. Inextricably bound together with the hotel and restaurant business is travel and tourism, a business that provides services to travelers. In fact, the hotel industry has emerged due to the invention of wheel when people began to travel; and the logistics of carrying food for several days became a problem. Hence, at convenient spots, informal lodging operators started providing places to stay and eat in exchange for goods or money.

The earliest inns were ventures by husband and wife teams who provided large halls for travelers to make their own beds and sleep on the floor. They also provided modest wholesome food, thirst quenchers like wine, port, ale, etc. and stabling facilities. The entire cooking, service and recreation was provided by the husband and wife team and his family.

These conditions prevailed for several hundred years. The advent of the industrial revolution in England brought ideas and progress in the business of inn keeping. The development of railways and steamships made travelling more prominent. The industrial revolution also changed travel from social or government travel to business travel. There was a need for quick and clean service.

The lead in hotel keeping was taken by the emerging nations of Europe, especially Switzerland. It was in Europe that the birth of an organized hotel industry took place in the shape of chalets and small hotels which provided a variety of services and were mainly patronized by the aristocracy of the day.

The real growth of the modern hotel industry took place in the USA beginning with the opening of City in New York in 1794. This was the first building specifically erected for hotel purposes. This eventually led to great competition between different cities and resulted in frenzied hotel building activity. Some of the finest hotels of the USA were built in this era, but the real boom in hotel

building came in the twenties. This period also saw the beginning of chain operation under the guidance of E.M Statler. It involved big investments, big profits and trained professionals to manage the business.

Initially, travel was for conquests, discovery and trade, with later-day travel extending to pleasure, now a billion-dollar business with operators providing all kinds of options other than just tourist needs of sightseeing. Nowadays travel is for sports, for study and even for therapeutic reasons.

### **GROWTH OF HOTEL INDUSTRY IN INDIA**

India is known for its varied culture heritage, which includes its famous hospitality. It is derived from ancient text, which stated “Atithi Devo Bhava”, which when translated means “The guest is God”. That was initially the status accorded to visitors at home. It was then extended to visitors at the “roadside inns” or “sarais”. Homes were converted into places of stay for visitors travelling to places of religious importance, which were plenty around the country. Later the Mughal and British rule in India also gave rise to famous mosques and churches all over the country.

Leisure travel in the past was restricted to visits during holidays to one’s parents and relatives houses in one’s hometown. The British developed a lot of hill stations across the country to escape the heat of the plains. Slowly the Indian tourist foray into the wide and varied world of leisure travel, and the constant development of hotels in these destinations occurred.

By way of natural resources, India has a lot to offer to the tourist. From the snow capped mountains of the Himalayas to the beaches with long coastline, from the deserts of Rajasthan to the numerous wildlife and bird sanctuaries all over the country, there is something for everyone.

The variety of cultures and its intermingling with invaders also had its effect on the cuisine of the country, e.g., vegetarianism by Hindu, meat influence of Moghuls, Anglo-Indian cuisine, Buddhist and Jain eating practices etc, all made their mark on the Indian food scenario. Service in ancient texts was done on the floor on banana leaves or on dried leaves joined to form a plate or cone. However, tables and chairs came with the British prior to which the Moghuls used mattresses on the floor where waiting staff served the food on large platters and bowls.

In India, the development of hotel and tourism combine with jet age travel, increase in population and the industrial expansion have all increased the need for catering establishment which form an important source of foreign earnings.

In the recent past there has been a spurt in growth of the domestic tourist as compared to the international tourist. Hotels are now gearing up for an unprecedented demand rooms in the domestic sector. Sports tourism is also coming up in a big way in terms of para sailing, snorkeling, scuba diving, paragliding, white water river rafting, amusement park, trekking, mountain and rock face climbing, etc.

**THE ROLE OF CATERING ESTABLISHMENT IN TRAVEL AND TOURISM INDUSTRY**

One of the aspects of hospitality service is catering. It means professionally organizing the supply of food and beverage, rooms and managing social events.

In the 1940's the term "hotel and catering industry" was coined to include the economic activities of undertaking whose aim was to satisfy the demands of food, drink and accommodation away from home. The industry has expanded rapidly in the last few decades. It is established that one in every four meals is planned, prepared and served outside the home.

The modern catering industry dates back to the inns of the biblical period, which served food and accommodation to travelers. Inns, taverns, cook shops and tea & coffee houses gradually built up the industry through the ages. It was also influenced by religious orders and houses of nobility, which catered to a large number of people.

The role of catering establishment is defined by its social and economic importance. It increases employment prospects and with the expansion of international tourism it contributes to the national economy. It provides food and accommodation to people of all ages in all walks of life at any time of day or night and in every situation; the one thing in common being the need for food to be cooked and served. However, groups of different ages may have different requirements. These habits may depend on social, religious, national, traditional, geographical and medical situations. The responsibilities of catering establishments include an awareness of the customers, their requirements and the method employed to meet these requirements.

The catering industry is considered one of the fastest growing industries in terms of numbers employed. Jobs exist in hotels, clubs, hospitals, canteens and other welfare units. These establishments exist in public and private sector. The catering establishment plays a substantial role in supporting the travel and tourism industry and earns a considerable amount of foreign exchange. Some of the catering establishments include hotels, restaurants, healthcare, hospitals, convalescent centers, airline catering, railway catering, marine catering, event management, community distress/disaster catering, etc.

The catering establishment has a wide scope for growth in India. According to the FHRAI (Federation of Hotel And Restaurant Association of India), the third economic census conducted in 1990, estimates that there are approximately 50000 restaurants in India in the organized sector. This figure is expected to rapidly increase as a result of the changes in demographic and economic factors.

Likewise a report of the planning commission has forecasted that 17% new jobs will be created in the service sector in the country in the next 10 years. In developed countries, the service sector is growing faster than the manufacturing sector and it is a dominant source of direct and indirect employment. There is a shortage of trained professionals in other countries also and employment opportunities are in abundance. A job is created every 2 to 4 seconds in the tourism industry worldwide.

## CATERING ESTABLISHMENTS

Catering establishment is any place that provides food and beverages to the public either on commercial or non-commercial basis. Establishments, which are likely concerned with the provision of food and beverages as their prime aspect, such as hotels and restaurants are termed as **Primary catering** establishments. And establishments such as school and industrial canteens fall under the category of **Secondary catering** establishments, as the provision of food is a secondary concern in them (their prime concern being providing education and industrial work).



Catering industry is basically divided into three major categories. They are,

- Commercial catering
- Welfare catering
- Transport catering

## COMMERCIAL CATERING

Commercial catering involves doing the business of catering for the objective of making profit through customer satisfaction. The main objective of concern is to make money. Money cannot be made without the achievement of customer satisfaction. At the same time the existence of the business concern is also not possible without profit. So from a commercial establishment's point of view both the profit and customer satisfaction are equally important and one cannot be prioritized over the other. Commercial catering can be divided into two main categories. They are explained below.

**1. Residential Catering:** This category involves organization, which provides the facility of accommodation. They may or may not provide the facility of food and beverage. The different examples under this category are – Hotel, Motel, Resort, Floatel, Lodge, Guest house.

**Hotels:** Hotels are establishments or business premises, which provide the basic facility of accommodation as well as food and beverage. An establishment cannot be called as hotel if any one of the facilities is absent. Depending upon the additional facilities offered by the hotel, they could be classified into one star, two star, etc up to five star. The hotel can be categorized into various types depending upon factors like location, type of clientele, length of stay, type of plan, etc. on the basis of location, hotels can be divided into downtown hotel, suburban hotel, motel, transit hotel & inn group hotel and business hotels, etc.



**Motels:** The term motel has been derived from the term “motor hotel”. The establishments are normally located on highway sides and they aim at catering to the customers travelling by the

highway in their own vehicles. Such travelers may like to spend a night in the motel before resuming the journey the next morning. Motels normally provide the travelers with the facility of the most basic type of accommodation and limited facility of food and beverage. Traditionally such establishments are attached with refueling and servicing facility. These establishments are not as expensive as the commercial hotels. The normal duration of stay of the guest in these hotels is comparatively lesser than the normal duration of stay of the guest in the commercial hotel.



**Resort:** These are normally located in the remotest places far away from cities. People go to these places to get relieved from the hectic daily life and spend some time with friends, family, and relatives in leisure for fun and recreation. Resorts can be several types such as beach resort, hill resort, summer resort, winter resort, etc. Resorts provide all the recreational facilities depending upon what kind of a resort is it. Resorts are marked by the distinct on and off seasons. Resorts normally sell their rooms on a package basis. The normal duration of the stay of a guest in a resort is more than the average duration of stay of a guest in a commercial hotel.



**Floatels:** The best examples of these hotels are seen in the Dal Lake of Jammu and Kashmir. These comprise self-contained rooms, which provide the luxury of a five star hotel. The rooms are attached with a kitchen and all other amenities, which are required to make the stay of a guest comfortable. The Kerala government is planning to construct houseboats in the same line as J&K to attract the domestic as well as international tourists.



**Guest House:** These are comparatively less expensive than the star hotels. They provide moderate standard of accommodation and food & beverage services at a reasonable rate. The standard of hospitality is much inferior to the standard of hospitality of the star hotels. Different

companies sometimes maintain guesthouses for their guests and other important personnel as and when the company requires them. Guesthouses can also be privately owned.



**Lodge:** These are catering establishments, which provide the facility of only accommodation. Food and beverage are not provided here. These are normally present in the busy commercial areas and near the train and bus stations. They are not as expensive as the star hotels. The standard of hospitality is not as good but somehow manages to give value for money.

**2. Non-Residential Catering:** This category includes catering establishments, which provide the facility of food and beverage. No accommodation is provided. The main examples are as follows – Restaurants, Bars, Pubs, Discotheques, Night clubs, Kiosks, Fast food outlets, Cafeteria.



**Restaurant:** These are into the business of serving only food and beverage to the customers. They do not provide the facility of accommodation. They can be attached to a hotel or independently existing. A restaurant can be either a multi-cuisine or a specialty restaurant. Specialty restaurant normally operates for lunch and dinner. Specialty restaurant can be attached to a hotel or can independently exist. Multi-cuisine restaurant are traditionally stand –alone or independently existing. Specialty restaurants are comparatively more expensive than the multi-cuisine restaurants. Specialty restaurants serve one type of cuisine like either Chinese or Indian or Italian or Mexican, etc. each and every aspect of the service reflects some typicality of that culture or region whose cuisine is being served.



**Bar:** Bar specializes in alcoholic beverage service. Bar can be attached to a hotel or can independently exist. Although some kinds of light snacks are served, their main commodity of business is alcoholic beverage. They are strictly regulated by the governmental regulations. All the bars have a specific time of operation and they are not supposed to operate after that. Each and every transaction record is kept appropriately authority and the necessary records are produced before the appropriate authority as and when they asked for. All the inventories are to be maintained as per the guidelines laid down by the concerned authorities and their records are to be maintained accordingly.

**Discotheque:** These are F&B outlets, which are mainly into the business of dance and encourage people to come and dance in these outlets. Discotheques are attached to a hotel or can independently exist. Most discotheques are attached to a bar to serve alcoholic beverages to the patrons. Discotheques have strict hours of operation and their operations are strictly regulated by the regulations laid down by the government or any other component local authority. All discotheques have a dance floor attached for the customers to dance. Discotheques are marked by unique lighting and music arrangement to create an ambience to encourage patrons to dance.



**Pubs:** The concept of pubs started in the traditional British society with an objective of encouraging the old and the retired people to assemble and chitchat over a bottle of beer. Traditionally pubs serve beer only. Over the years, the concept of pubs has changed and they are not different than bars serving all kinds of alcoholic beverages. In India local law strictly regulates the operation of pubs and just like bars they too have specific operational timings.



**Kiosks:** Independently existing food stalls are known as kiosks. They are small food outlets which deal with ready-made foodstuffs, bottled beverages, cigarettes, tobacco, etc. They have no specific timings of operation but most of them stop operating after mid-night.



**Fast Food Outlets:** Fast food outlets are recent development in India although fast food concept has existed in the western countries since many years back. Fast food outlets specialize in food which can be prepared fast, served fast and eaten comfortably on the way to office or work place. Not much seating arrangement is given and emphasis is given on quick preparation and service of food. Most fast food outlets operations involve guest going up to the counter and ordering for food and beverage and making payment at the same counter, collecting his order from either the same or nearby counter and eating in the same premises itself or carrying it to be eaten on his way.



**Cafeteria:** These are normally seen attached to airport, railway stations, etc. In these outlets food is displayed in glass counter and the guest are expected to move along the counter and pick up the food they like and either pay then and there or pay at the end of the counter. Seating arrangements are provided in the cafeteria.



## TRANSPORT CATERING

This category of catering involves service of food and beverage in the various modes of transport. This kind of catering has become very professional and developed nowadays. This branch of catering constitutes a significant part of the entire world of catering. Transport catering comprises of the following categories:

- Railway Catering
- Airline Catering
- Sea/Marine Catering



**Railway Catering:** In the mid 19<sup>th</sup> century the railway network began in India with an operation that was to extend the length and breadth of the vast subcontinent. With travel made easier, people who traveled from one part of the country to the other required food, drink and route. At most of the larger stations catering refreshment rooms were opened. The trains would halt for an appropriate length of time so that the passengers could get a simple meal.

Passengers unable to afford the luxury of eating in the refreshment room could get snacks from numerous vendors on the station platform.

Railway companies went to the extent of setting hotels attached to the stations so that the passengers who were travelling from one region to another could get some comfort. The luxury of sleeping cars and restaurant cars were a much later development.

At the turn of the century the railway ministry decided to contract out the catering requirements to attract companies with catering background so that the travelers could be more professionally served during their long journey.

Today railway catering is much more sophisticated than what it used to be in the years gone by. Today majority of the trains are being catered to by outside contractors who are quite experienced and professional. Some trains are still looked after by the department of railway as far as the catering aspect is considered. Food in most cases is supplied in disposable aluminum foils and in

case of upper class compartments in hot cases. Food in most of the trains is prepared in the pantry car of the train itself. So the food is served piping hot then and there. The hygiene quality has also improved compared to earlier times. Many stations are starting to have a restaurant of well-known brand names. Recently the ITDC has undertaken the responsibility of developing the standard of railway catering. Due to such multi-dimensional approach of the government, supported by the effort of the private sector the standard of railway catering is on the rise and will keep getting better off.

In railway catering, PALACE ON WHEELS is the most prestigious service offered by IRCTC, a subsidiary of Indian railways.

**Airline Catering:** Unlike the other transport system like the rail or ocean liners, air transport carry pre-plated food on board as there is no facility available on airline for cooking or presentation. Most airlines design or plan flight-catering establishments or kitchens to meet their requirements.

The system was to continue until the country was nationalized and was divided into two separate corporations, one for domestic route and the other for international.

Modernization and expansion increased the carrying capacity of passengers in both airlines. It was necessary to increase and expand the catering services with a standard compatible to the cost of airline ticket.

To cope with the need of international airline carrier several flight kitchens were established in Bombay (Mumbai), Delhi, Calcutta (Kolkata) and Chennai. Air India started a subsidiary company called the HCI (Hotel Corporation of India) with a view to operate flight kitchens and accommodate passengers in five star hotels at the major airports. Indian airlines also started a subsidiary company called the Allied service to establish flight kitchens at airports where there are no HCI flight catering establishments. There are plans to establish flight kitchens and hotels at the new domestic airport complex in Chennai. This will be a part of Allied service chain.

Meals served in the aircraft during the journey are included in the ticket fare. Most airline meals are deep-frozen, often in blast freezers. Blast freezers are units, which freeze hot food within seconds to prevent the loss flavor as well as bacteria from breeding. The food items are placed in individual casseroles and are stored in the freeze until required. They are transported in portable freezers or on dry ice to the aircraft. They are then heated as required with the aid of microwave oven and served to the passengers.



**Marine/Sea Catering:** It is referred to marine catering and it is divided into two major parts,

- **Cruise Line Catering:** Here the catering is done to the passengers travelling in the cruise ships. The modern day luxury cruise liners have a very high. They are equipped with facilities like restaurants, ballroom, discotheques, casino, swimming pool, laundry, etc. on board. The quality of service is exclusive compared to the f&b standard of a five star hotel. The passenger's meal price is included in the price of the ticket. All the meals during the journey are taken care of by the cruise liners. The highest standard of F&B as well as service is provided here. All the necessary ingredients are picked up from the part of origin including water to cover up the requirement for the entire duration of the cruise and some extra stock for 3-4 days in case of any emergency. All the necessary ingredients are supplied by a contractor called as the Victualizing Agent. In shops there are electric heaters and hot plates which are used for cooking. The utensils are bolted down to the floor so that they do not move while the ship travels.
- **Cargo Ship Catering:** Here the catering is done to the members of the crew. They are less in number compared to the guests of cruise liners. Here it is more like an industrial catering. Menu is not very elaborate and the service is not so sophisticated as the cruise liners. Normally a cyclic menu is prepared.

## WELFARE CATERING

This category of catering is done not for the objective of making money but as a welfare measure for the target group. One of the major factors in such kind of catering is the consideration



of the cost. Since this kind of catering is done as a welfare measure and no profit is expected, so cost becomes a very important factor.

Among the different branches of welfare catering, the following are the most important ones:

- Industrial catering
- Institutional catering
- Hospital catering
- Armed forces catering

**Industrial Catering:** This branch of welfare catering is carried out in the industrial units or manufacturing units. In the manufacturing industries food is cooked for three levels of employees. They are the shop floor level workers, the supervisors and the managers or executives. While the menu is planned for the shop floor level workers, maximum consideration is given to the aspect of nutritional requirements of the workers. Menu is planned in a cyclic manner i.e. the same menu keeps coming back after a particular interval. Cost is next important factor in this kind of catering operations. Service is done either from buffet or plated from various counters to avoid delay and

rush. For the supervisor the menu is planned taking into consideration the amount of physical work put in by them on regular basis. The supervisors are normally served from the buffet. There is separate set of menu for executives in a restaurant specifically built in the premises. They may have silver service done here. Industrial catering may be operated by the company or by outside contractors.



**Institutional Catering:** This category of catering deals with the service of food and beverage for the students in school or any other educational institutions. This also deals with food served to inmates in prison or an orphanage, etc. in a school or any other educational institution. The primary concern is to cater the appropriate nutritional need of that particular age group, so utmost care has to be taken while planning the menu. Cost is also an important factor which is kept in mind while planning the menu. Food is normally served from a counter to which the students approach in a queue or pick up the food by a couple of servers standing behind the counter. Emphasis is also given to the pace of service.

**Hospital catering:** The main object of this catering is to assist the nursing staff in getting the patient well as soon as possible. So as to do this, it is necessary to provide good food that has been carefully prepared in conjunction with the dietitians recommendations, to retain the maximum nutritional values. Food comes to hospital beds in pre-portioned trays. Hospitals also have large cafeterias on paying basis for their staff and visitors of patients.





**Armed forces catering:** Here the catering refers to the food and beverage service carried out in military establishments. In the peacetime areas, the food and beverage is served to the officers in the officer's mess which is pretty high restaurant for which the amount can be directly deducted from the salary of the officers. Dining in the officer's mess is not compulsory and normally the officers avail of the facility as per their discretion. Apart from this the officers are also given free supply of ration once in every 2 to 3 days. In the front of course the food is served free to all the personnel.



### SCOPE OF THE CATERING INDUSTRY

- The food service or hospitality industry is considered one of the fastest growing industries in terms of numbers employed.
- The hotel industry is a division of the tourism industry. India is placed as second fastest growing tourism market in the world.
- Travel and tourism is the second highest foreign exchange earner for India in the current scenario.
- India has become the destination for hotel chains looking for growth. Observing the huge potential in this segment, several international hotel chains have announced major investment plans in the country.

### CAREER PROSPECTS IN CATERING INDUSTRY

Hospitality management studies focus on the management of hospitality operations in hotels, restaurants, cruise liners, convention centres, country clubs and other related industries. A student, who is wishing to take up food and beverage service as a career, after graduating can find his prospects in the following segments of hospitality industry.

- Management Trainee / Hotel Operational Trainee in star hotels
- Management Trainee in fast food chains like Mc Donalds etc.

- Opportunities in Hospital catering
- Opportunities in institutional catering
- Opportunities in industrial catering
- Opportunities in Shipping and cruise lines
- Opportunities in Railway catering
- Opportunities in on board flight services in Air line catering
- Opportunities in Convention management
- Opportunities in Event management
- In MNCs for hospitality services
- Opportunities in state tourism development corporations
- Self employment through entrepreneurship
- Opportunities in bartending
- Commissioned jobs in Indian Army and Navy
- Faculty in Hotel Management institutes
- Food critic writer
- Food stylist

There are generally two ways to start one's career in this field-either as a management trainee or at an entry-level position. In case of the former, a person has to undergo training for two years before graduating to the position of Assistant Manager. In the latter case, the person has to work his/ her way up in the organization. And while the experienced-based promotions have gone out of fashion, some hotels do recruit people at the mid/supervisory level.