

Quadrant II – Notes

Paper Code: COG 116

Module Name: Various sectors comprising the Hospitality Industry:
Lodging/Accommodation, Event Planning, Theme Park, Transportation & Cruises

Module No: 23

VARIOUS SECTORS COMPRISING THE HOSPITALITY INDUSTRY

1. **Lodging/ Accommodation:** Lodging means accommodation for a certain period at a place to stay. Fancy hotels, hostels, campgrounds, motels and other businesses that provide a place for people to sleep overnight are all in the lodging industry.

Accommodations should provide comfort, customer service, and even cater to the needs of the customer. A lot of focus is being made these days to improve the lodging experience of people travelling around the world. Accommodation sector offer services like cleaning staff, front desk staff looking after check-in & check-out etc.

Three main types of hotel and accommodation services:

- i. **Lodging:** When people travel from one place to the other, they need a place to sleep. A shelter which will keep them safe from the atrocities of nature. This results in people booking lodges and rooms for their stay.
 - ii. **Suites:** Apart from general lodges to stay, hotel sector offers luxury suites for the stay as well. Generally, suites are suitable for formal sorts of staying and are much expensive compared to regular room services.
 - iii. **Resorts:** The third type of accommodation which is popular among travellers are resorts. These bring you close to nature and give you a necessary break from your normal routines.
2. **Event Planning:** Events in the hospitality industry include weddings, business meetings, celebration dinners, fundraisers etc. Event focuses on the budgets, timelines, legalities and logistics of planning various kinds of events. Hospitality is considered as an integral aspect of events and helps to improve the quality of a participant's experience. Event managers need

to do an advance event planning and need to design their event from the viewpoint of the participants by making it hospitable.

The following may be some of the areas in event planning that would make guests feel more hospitable:

- i. Seating, food and refreshment
- ii. A reception area for dignitaries and other important personnel
- iii. Information stands manned by event personnel
- iv. Good standard of toilets, wash rooms and changing facilities
- v. Facilities for people with a disability
- vi. Special services for competitors such as masseurs, lockers
- vii. Directions to venue on web site
- viii. Assistance with parking
- ix. Good public announcement system

3. **Theme Parks:** Any activity that people do for rest, relaxation, and enjoyment falls under recreation in hospitality industry. It refreshes a person's body and mind. One such area to seek recreation is a theme park. They feature lights, moving objects, rides, and games. Popular theme parks are Disneyland, Essel World etc.

Theme parks are star players in the tourism & hospitality industry, and play a special and important role in generating tourism demand. Theme parks are the main motivators for tourism trips to many destinations and core elements of the tourism product.

4. **Transportation:** services like flights, trains, buses, cabs, ships, and so on are part of the transportation system. It facilitates hospitality industry as guests can reach their desired designation, travel around and go back.

Cruise lines offering part transportation and part leisure and entertainment services have attracted many tourists to popular tourist destinations across the globe. Similarly, services rendered by airhostesses in airplanes have a huge scope in hospitality business.

5. **Cruises:** A cruise ship can be called as a hotel on water with a place to sleep, dine, swim, pray.

Cruises offer guests many hospitable services like check-in, answering their queries, helping them to book tickets, excursions, making food reservations, room cleaning, serving meals, lead them to the swimming pool etc.

Tourism and hospitality in Cruises offer luxurious form of travelling, involving an all-inclusive holiday on a cruise ship of at least 48 hours, according to specific itinerary, in which the cruise ship docks at several ports or cities.

The cruise industry is the most important growth sector in the entire tourism and hospitality industry. The market is still growing, despite the global economic crisis. Nevertheless, there is still enormous potential found in the worldwide cruise market. The cruise industry can make a huge positive contribution to tourism destinations and generate economic benefits, which makes it an interesting niche market specially for coastal regions.