Chapter 5

Brief Description of Hotels

UNDER STUDY
HOTEL INDUSTRY IN INDIA

Unlike in the West, the Indian Hotel Industry evolved itself at a snails pace. The real beginning was made in the early 1900's. Until then most of the hotels were aesthetically unkempt, unprofessionally managed, and unhygienically maintained.

As far as the Indian Hotel Industry is concerned, there are basically four Groups or chains of hotels namely.

- **The Ashok group** - Indian Tourism Development Corporation
- **Oberoi Group of Hotels** - The East India Co. Ltd.
- **Taj Group of Hotels** - The Indian Hotel Co. Ltd.
- **The Welcome group** - Indian Tobacco Company

Apart from the above mentioned, there are a number of companies which have contributed immensely to the growth of Indian economy in general and foreign exchange earnings in particular. These companies are as follows:

- Asian Hotels
- Benaras
- Bharat Hotels
- Guestline Hotels & Resorts
- Iggi Resorts
- Jaypee Hotels
INDIA TOURISM DEVELOPMENT CORPORATION

The Story of ITDC

*India Tourism Development Corporation* was established in 1966 as an autonomous public sector corporation. ITDC was entrusted with the task of helping to develop infrastructure and promote India as a tourist destination. Today, ITDC provides a complete package of tourism services including accommodation, catering, transport, publicity, management consultancy, duty free shops, and in-house travel agency, entertainment and shopping.

ITDCs accommodation chain – Ashok Group is the largest in the country. It offers accommodation ranging from luxury suites to modestly furnished rooms, from beach resorts to a moderately priced forest lodge. Over 6,000 rooms are scattered throughout India, strategically located either in large cities which have major air and rail terminals or in remote areas of special tourist interest.
For the gourmet, ITDC runs restaurants serving *Far Eastern, Continental* and *Mughlai* cuisines besides numerous regional delicacies of India. Its catering services have earned plaudits during several national and international events. With a view to popularize domestic cuisine, fast food restaurants have been commissioned in places of tourist interest.

The transport network of ITDC has 11 units with a fleet of coaches, tourist cars and air-conditioned limousines that can be hired for individuals or group sightseeing. A number of guided tours of special and general interest are conducted by Ashok Travels & Tours – the in-house travel agency.

The Ashok Network, a centralized reservation service located in New Delhi, with four regional offices covering north, south, east and west India, ensures instant accommodation and transport confirmations for individuals and groups countrywide. An addition to instant bookings/confirmations is Ashok Internet, a hotel-to-hotel reservation system of the Ashok group.

ITDC has done pioneering work in the field of tourism entertainment by planning and producing three Son-et-Lumiere spectacles which bring alive India’s history and cultural heritage, every evening. In addition, there are theatre evenings, dance recitals and music performances, both westerns and Indian, at its hotels. ITDC runs a tax free shop in New Delhi, and duty free shops at major international Indian airports, Delhi, Bombay, Calcutta, Madras and Trivandrum.

Indian potential for convention tourism has been skillfully exploited by ITDC. At present the conference facilities of some of its properties equal the best in the world. ITDC has had the distinction of playing host to international VIPs and heads of government on many occasions.
ITDC, today is recognized as a major tourism publicity consultant both by the Central and State Department of Tourism and others in the trade. The Public Relations and Corporate Communications Division offers a wide range of tourist aids, printing of literature, advertising campaigns, films, audio-visuals, festivals and cultural programs, exhibitions as well as complete publicity plans and their execution.

The Consultancy Services Division of ITDC offers assistance for research and feasibility studies, to the execution of entire hotel and resort projects, to areas of hotel management, facility planning, administration and manpower development, not only within India but also abroad.
THE ASHOK GROUP

The Ashok Group is known for its unique mix of Indian ambience and hospitality with facilities that are of international standard. The hotel chain has 39 hotels in 32 major tourist destinations with many more coming up in the near future. The range varies from five star deluxe to first class and to budget, depending on tourist needs.

Ashok, Samrat, Qutab, Kanishka, Janpath, Lodhi, Ranjit and Ashok Yatri Niwas – the very names reflect what Delhi has always been – a stage for history. Today, the Hotel Ashok is a meeting point for the people and cultures of the world. It is called the Convention Capital of Ashok Group, which offers over 2,000 rooms, restaurants and bars, a large fleet of luxury coaches and air-conditioned limousines and the best of shopping and entertainment. Ashok Convention Hall at Ashok, backed by full battery of conference facilities, has a seating capacity of 2500 and is fully equipped to host cocktails, receptions and buffets. All the basic amenities that make a conference successful exist at the Ashok. Ashok's Business Centre further facilitates the conference arrangements. From Hotel Varanasi Ashok, tourists can explore Varanasi, the holy city of the Hindus. Hotel Khajuraho is located close to the famous temples. Hotel Jammu Ashok is a convenient base for excursions to the beautiful valley of Kashmir. Manali in Himachal hills has a moderately priced travellers lodge. Bharatpur Forest Lodge is strategically positioned in the haven of indigenous and migratory birds. Agra, the city of Taj Mahal, has Hotel Agra Ashok.

Six Ashok Group hotels are situated in west India – Jaipur, Jodhpur, Udaipur, Aurangabad, Kolhapur, and Pune. Udaipur has the Palace Hotel. Jodhpur, another colour-drenched city of Rajasthan, has Ratanada Ashok. Aurangabad, situated in the heart of Maharashtra, is the base for
visiting Ajanta and Ellora has *Shalini Palace*. Ashok in the princely town of Kolhapur and the Executive Ashok in Pune complement the Ashok Group in the west.

The Ashok Group is continuously spreading its wings in South India, besides Bangalore, Mysore, Hassan, Madurai, Kovalam, and Mamallapuram, Pondicherry is the latest to join the Ashok Group map. *Kovalam Ashok Beach Resort* is one of the finest in the world, offering water sports, a centre for yoga; transcendental meditation and rejuvenating oil massage (Abhayanga) facilities.

The centrally located *Madurai Ashok* is equipped with modern amenities and makes a convenient take-off point for trips to Rameswaram, Tiruchinapalli and Thanjavur. Pondicherry with its equable climate offers an ideal beach holiday. Pondicherry Ashok is only 5 km from the world famous Auroville complex. On the eastern coast, the Temple Bay Ashok Beach Resort and Mamallapuram overlooks the sun-lapped, foam-flecked sea. The splendid garden city of Bangalore has the finest luxury hotel in south India - Hotel Ashok. It is equipped both for conventions and pleasure sprees, since it provides deluxe suites, varied cuisines, a convention hall, business centre, tennis courts swimming pool and a health club-all under the roof. Transport can be hired for visiting Mysore – the City of Palaces – where one of its royal palaces – the Lalitha Mahal Palace – is a regal Ashok Group hotel. The pride of south India's temple art and architecture are Halebid, Belur and Sravanabelagola, each conveniently accessible from Hotel Hassan Ashok.

Ashok Group hotels at Ranchi, Calcutta, Puri, Bhubaneshwar, Patna and Bodhgaya are suitable portals to a discovery of the East. Patna is a land of antiquity and the base for a pilgrim tours covering Buddhism shrines Ranchi is popular for its verdant hillocks, glades, lakes and waterfall, Bhubaneshwar, city of magnificent temples, is an excursion base for the Sun Temple at Konark.
and Chilika bird sanctuary. Puri combines the pleasures of a seaside resor with the privilege of being one of the sacred pilgrim centres at India.

The sound-proof Airport Ashok at Dum Dum Airport is ideal for transit passengers. From Brahmaputra Ashok at Guwahati, one can explore Kaziranga – the abode of one – horned rhinoceros. In Shillong, the capital city of the northeast state of Meghalaya, Ashok Group is represented by Pinewood Ashok. Japfu Ashok, named after one of the peaks of Nagaland, is positioned at Kohima. Imphal Ashok is located in Manipur's wooded hills.

Ashok Group is also India's fastest growing hotel chain. New hotels and resorts in the pipeline include destinations like Gulmarg (100-room hotel). Pahalgam (50-cottage resort hotel) and Chandigarh (300-room hotel).

In recent years the Ashok Group of Hotels have classified their hotels in 3 different categories namely Elite, Classic, Comfort.

Under these banners the following Hotels are categorised :-

**Elite Hotels**

1. *Ashok Hotel, New Delhi*
2. *Hotel Samrat, New Delhi*
3. *Hotel Airport Ashok, Calcutta*
4. *Kovalam Ashok Beach Resort*
5. *Lalitha Mahal Palace Hotel, Mysore*
6. Hotel Ashok, Bangalore

Classic Hotels

1. Hotel Kanishka, New Delhi
2. Qutab Hotel, New Delhi
3. Hotel Janpath, New Delhi
4. Hotel Agra Ashok
5. Bharatpur Forest Lodge
6. Hotel Kalinga Ashok, Bhubaneshwar
7. Hotel Bodhgaya Ashok
8. Hotel Jaipur Ashok
9. Hotel Jammu Ashok
10. Hotel Khajuraho Ashok
11. Hotel Madurai Ashok
12. Temple Bay Ashok Beach Resort, Mamallapuram
13. Hotel Manali Ashok
14. Hotel Pataliputra Ashok, Patna
15. Laxmi Vilas Palace Hotel, Udaipur
16. Hotel Varanasi Ashok

Comfort Hotels

1. Hotel Ranjit, New Delhi
2. Lodhi Hotel, New Delhi
3. Ashok Yatri Niwas, Delhi
4. Hotel Aurangabad Ashok
5. Hotel Lakeview Ashok, Bhopal
6. Hotel Brahmaputra Ashok, Guwahati
7. Hotel Hassan Ashok
8. Hotel Donyi Polo Ashok, Itanagar
9. Hotel Japfu Ashok, Kohima
10. Pondicherry Ashok
11. Nilachal Ashok, Puri
12. Ranchi Ashok
13. Pineweed Ashok, Shillong