Chapter VI

HOTEL PRODUCT: ITS PRODUCTION, DEVELOPMENT AND MARKETING

- Development of Hotel Product
- Food and Beverage production
- Menu Planning
  1. From the Customer’s View Point
  2. From the Manager’s View Point

- Principles of Menu Planning

- Types of Meals – Main Course and Dishes, Normally found in a few hotels:
  1. Breakfast (Up to 10 A.M.)
  2. Breakfast Courses and dishes
  3. Luncheon
  4. Luncheon courses and dishes:
  5. Afternoon teas and Dishes
     i. Sandwiches
     ii. Bread and butter
     iii. Scones, Buns and Griddle items
     iv. Toasted Good
     v. Preserves
     vi. For High Tea
     vii. Egg for high tea
     viii. Cooked food for high tea
     ix. Pastries
     x. Desserts for high tea
     xi. Ices for high tea:
     xii. Tea
xiii. Dinner courses and Dishes:

- General Practice
- Kitchen And Food Service Planning
- Area required
- Principles and procedures of food production
- Meat cooking
- Poultry
- Fish
- Vegetable
- Basic rules
- Soups, Sauces, Gravies
- Salads
- Food & Beverage Services
- Restaurant
  1. Table -Setting
  2. Size of Tables
  3. Types of Services
- Bar Control & Management

Alcoholic Beverages Normally served in Aurangabad Hotels

1. Wines
2. Service of Wines
3. Whisky
4. Gin
5. Rum
6. Brandy
7. Vodka

Liqueurs And Cordials
- Hotel Marketing & its Development
  1. Service:
  2. Marketing Strategies:

- Users of Hotel Industry
  1. Domestic Users
  2. Foreign Users:

- Market Segmentation in Hotel Industry

- Understanding Consumers Needs

- Age/Type of Clientele
  1. Children
  2. Adolescents
  3. Young and Middle aged Adults
  4. Senior Citizens
  5. Students
  6. Shoppers
  7. Workers
  8. Travelers
Chapter VI

Hotel Product, its production & Development and Marketing

Before discussing other dimensions, it is pertinent that we have a descriptive idea of the product or services offered by hotels. The incoming changes in the socio-economic set up occupy a place of significance in the product line of an industry; be it goods producing organizations, be it service-enervating organizations. The purview rests on the emerging trends in innovations and inventions. Yesterday, our expectations were limited but today we want more and tomorrow, we are expected to demand something more. If the devices exist, our fascination for the same is a natural phenomenon. This makes it clear that the product line of hotel is directly or indirectly influenced by the multi-faceted developments in the socio-economic parlance. Regarding hotel product, it can be said that in the product, there should be inclusion of almost all the possible services which make convenient the stay of our guests, keeping in view their likes and dislikes, taste preferences of course in the background of the prices charged. In addition, fashion, culture, civilization and regional considerations are also important while formulating the product line. In Fig 6.1 the product chart of a small hotel is presented.

<table>
<thead>
<tr>
<th>Main Product in Hotel</th>
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<tbody>
<tr>
<td>Reception</td>
</tr>
<tr>
<td>→ Welcome /Enquiry counter is not separately available. The hotel staff itself discharge this task</td>
</tr>
<tr>
<td>Boarding</td>
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<tr>
<td>→ Catering, Restaurant, Cafeterias</td>
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<tr>
<td>Lodging</td>
</tr>
<tr>
<td>→ Room, Bed, Light, Air, Sanitation, Water</td>
</tr>
<tr>
<td>Entertainment</td>
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<tr>
<td>→ Radio, TV/VCR/VCO, Dance Music, cultural Shows, Drama</td>
</tr>
<tr>
<td>Shopping</td>
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<tr>
<td>→ Shopping Arcade, Organisation of Fair and</td>
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Development of Hotel Product

In an institution of commercial hospitality, the development of product has lasting effects on the marketing strategy. This is due to the fact that magnitude of success is very much influenced by the product or says the quality of services offered in a hotel. The development of products keeping in view the likes and dislikes of users or their preferences, makes it convenient to expand the market where the customers are found satisfied and the profit index is found moving upward. It is quite natural that sensitive product of today are found least sensitive for tomorrow. This is due to a continuous change in the likes and dislikes of users. Scientific and technological advances, innovations and inventions in the field of communication, latest developments in the field of transportation, increasing efforts for global co-operation, growth and ever growing commercialization, positive trends in cultural transmission are some of the important factors necessitating scientific and planned development of hotel product. The marketers can’t undermine all these changes in the socio-economic panorama. What product to continue and what to eliminate? The elimination and inclusion decisions are found significant to transform the potential users into actual users. This naturally diverts our attention on the time-honoured development of hotel product.
An in-depth attention to the following is necessary while planning for development of Hotel:

(i) Establishment of unique and novel selling propositions at appropriate location,

(ii) Customer oriented propositions to fulfill their needs,

(iii) Determination of objectives and formulation of strategies,

(iv) Advertisement of a promise which is genuine and credible and in which consumer can easily discern his own benefit,

(v) Keeping the promises simple, and

(vi) Continuous market research and monitoring of the progress.

The above are some of the important points (i to v) to be stored in memory while planning for the development of a hotel and its product. Consumer needs are the cornerstone of marketing analysis. It is essential that the hotel entrepreneurs view their activities from consumers perspective. The accommodation functions of a hotel are found significant while developing the product. These include reception, uniform services and house-keeping. Uniformed services consist of bell boys who handle luggage of arriving and departing guests, parking of cars or furnish information to the guests. The house keeping functions include the servicing of guest rooms, cleaning of bedrooms, staircases, public areas, public cultural rooms, floral arrangements, first-aid to guests, lost property etc. all the primary and ancillary or auxiliary services like food, rooms, beverage, laundry and vaulting telephone etc. are required to be reviewed on the basis of their classification. In addition, the supportive services like marketing, property operations, maintenance of energy and administration also need due attention of hotel planners. The sale ability and price depend
on our product. If we offer world-class product, it is quite natural that our guests remain satisfied. The level of satisfaction can’t be static. A number of environmental factors govern it. As such social transformation, economic transformation and cultural transmission affect the level of income and the attitudinal change. This makes it essential that the marketers study the business condition and make possible an analogous change in the hotel product.

The product planners have to be careful, specially while locating a hotel. This implies accessibility and comforts to the users. At the same time, this aspect becomes effective even with the viewpoint of improving the environmental condition. The place selected should be free from all health hazards. To be more specific in a busy industrial town, there are sufficient avenues for environmental pollution. Here, the place in which it is proposed to start a hotel should have adequate space for plantation, which may encounter the harmful effects of industrialisation. Our guests stay in hotels for vailing the best possible amenities and facilities referring to the quality of bedrooms, function rooms, restaurant, bars, shopping arcade, transport, taxi, etc. The available services are governed by the grade, as all hotels can’t offer uniform services. While developing the product, the quality of services comprising of speed, efficiency, degree of personal attention etc. can’t under-estimated. In addition, image is the way in which a hotel portrays itself. Factors like atmosphere, a name of the hotel and its association, appearance with the type of people and institution patronising it are found effective in image projection.

Development process can’t remain static. This necessitates a continuous effort for making possible multi-dimensional changes in the product line. Today AC rooms are made available by a number of hotels but a few decades earlier only a few of the hotels had AC rooms.
Like this, computerized communication facilities could not be included in the product of a hotel just yesterday but today, a good number of hotels make available to their guests sophisticated communication facilities. This makes it clear that ordering of the product line requires more dynamism. A hotel manager is also expected to make a comparatives study of the product line so than the users don't get an opportunity of making complaints or making it a point for good-bye. This is possible when we enrich our research wing and assign due weightage to the management of information. The marketing information system thus becomes an integral part of hotel management and failing it, the qualitative improvements would not be possible and the matter of establishing leadership would be turned into fiasco.

**Food and Beverage production**

Any Food and Beverage Operation can be mainly divided into two areas, (1) production, (2) service. In this section we shall deal with food production and related functions.

**Menu Planning**

Menu is the pivot on which the whole of food production activity revolves. Like pomes, menus are composed and there is a great amount of art and science in it. What centuries ago started as a Bill of Fare is today an excellent tool of merchandising it tells the guest the scope and order of meal.

Generally menus are divided into two main categories. The table d' hotel and that a la carte. The table d' hotel offers the customer a complete meal with several courses at a fixed price. The a la carte menu, lists each item with its own separate price. In Aurangabad most
of the hotels are having both of the above categories as being served simultaneously.

**From the Customer's View Point**

Menu is often the first thing a customer really sees after entering a restaurant. A menu must always be spotlessly clean. In addition the menu must be attractive. Dishes and prices should be clearly stated.

In Aurangabad there are few hotels having up-to-date menu card. The foreign tourists are interested in going through the menu card. An example of menu card is given at the end of this chapter in annexture-I.

**From the Manager's View Point :**

It involves hard work as shown below as an illustration ;

(a) Foods should always be of contrasting colours.

(b) Variety of foods and of varying preparation methods.

(c) Quality – best of foods in quality.

(d) Appearance – different textures, shapes

(e) Taste – flavour contrasts.

(f) Acceptability.

**Principles of Menu Planning**

(1) It must satisfy market need.

(2) It must comply with the total meal experience.

(3) It must not be too expensive

(4) It should enable the target gross profit to be achieved.

(5) It should not encourage waste.
(6) It should be balanced.

(7) It should be existing

(8) It should be within the culinary range of the kitchen staff.

(9) It should be related to seasons and availability.

(10) It should be within the plant and equipment facilities available.

The majority number of hotels does not keep the concern to above (1 to 10).

*Types of Meals – Main Course and Dishes, Normally found in a few hotels*

Hotels from Marathwada are selling a number of traditional eatables. However hotels employing ten or less than ten employees like Amarpreet, Windsor castle, Minglinging, Panchawati, Foodwalls, Banjara, Kohinoor and such others have a practice to serve the non-traditional eatables in to the different segments during the different time period as given below :-

*Breakfast (Up to 10 A.M.)*

Continental breakfast consist of a hot beverage., with break-fast rolls, butter and preserves. Nowadays fruit or juices are also served in addition.

English and American breakfast include cooked items which are available only in Windsor-Castle and Mingling restaurants and Star-hotels from Aurangabad. The same are given below :-

*Breakfast Courses and dishes*

1) *Fruits*
Fresh - Grapefruit, Melon, Juices.
Stewed - Compote of Figs, prunes, Apples, Mixed fruit
Baked Apple.

2) Cereals
Cold - Corn flakes, Shredded wheat, etc.
Hot - Porridge
Milk, Cream or hot or cold milk

3) Fish
Grilled Mackerel, kippers, Herring, Bloaters, Fish Cakes, Kedgeree,

Fried or Meuniere. Simple sauces only if any, such as tomato,
butter sauce or mustard sauce.

4) Eggs
Poached, boiled fried, scrambled and omelettes with or without
accompaniments such as grilled bacon, tomatoes, sausages,
mushrooms.

5) Meats
Hot: Grilled or griddle fried bacon.
Ham or Gammon, Sausage Lamb's kidneys, calves' liver.
Accompaniments sauté or fried potatoes, potato fritters, bubble
and squeak, eggs, (poached, boiled, fried scrambled and
omelette).

Cold: Ham, tongue, pressed salt beef.
Accompaniments; potatoes (Sauteed or mashed, etc.)

6) Preserves
Marmalade, jam, honey, syrup.

7) Dessert Fruit.
   Apple, apricot, pear, peach, grapes

8) Beverages:
   Tea, coffee, Chocolate.

9) Bread:
   Rolls, croissants, toast, toast melba. Brioche, Danish pastries, Muffins.

Luncheon

The style and pattern of luncheon is by no means as formal as dinner.

Luncheon courses and dishes:

1) Cocktails:
   Fruit or shell fish
   Fruit: Grape fruit, Melon, Avocado pear, fresh figs, fruit juices.
   Shell fish and other apetisers; oysters, snails, caviar, sea-gull's eggs, potted shrimps.
   Smoked items: salmon, trout, ham (Parma, Bayonne), salami and sausages, hors d' oeuvres

2) Soups:
   Clear, Veloute, Creams, purees.

3) Farinaceous:
   Macaroni, Spahetti, Ravioli, Gnocchis.

4) Eggs:

9
 Appropriately garnished eggs, mollet, scrambled, fried, omelettes.

5) Fish:
Steamed, poached, deep and shallow fried with simple garnish, grilled meuniere fried.

Cheaper fish – Herring, skate etc.

Shellfish: Hot mussels and scallops are as suitable as lobsters.

6) Entrees:
Stews, Blanquettes, Navarm, Fricassess, Hot pot, pies, puddings, oxtail, Goulash, boiled and braised meat, salt meats, veal escalope and cutlets. Liver, calves head, pigs feet Tripe, Vienna and Hamburg steaks, sausages, minces, Rechauffe dishes, braised game, Hare, Salmis of game. Appropriately garnished with vegetables.

7) Roasts:
Butcher’s meats more commonly served than poultry or game-appropriately garnished with vegetables and potatoes,

8) Grille’s:
Grilled butcher’s meats and poultry. Appropriately garnished with additional vegetable or grilled vegetable (mushroom and tomato) and fried potatoes.

9) Cold buffet:
Cold joints, Ham, Poultry, game, Pies, Terrines, Cold Fish, Salmon, Lobster, Trout, Crab, etc.

10) A choice vegetable dish:
Hot or cold Asparagus, Globe Artichokes,
11) Soufflé:
Cheese, Spinach, Mushroom, etc. as an alternative to a separate fine vegetable

12) Sweet:

13) Cheeses:
A cheese board with a variety of cheeses accompanied by celery, radish, biscuits and butter

14) Dessert:
Fresh fruit.

15) Coffee:

Afternoon teas and Dishes:
A typically British institution.

Sandwiches:
Small, dainty sandwiches of well-buttered white and brown bread. Fillings include; egg and cress, tomato, lettuce, cucumber, pastes an less frequently, chicken, smoked salmon and even foie grass.

Bread and butter:
White, brown, whole meal, currant, fancy and proprietary brands.

Scones, Buns and Griddle items:
Buttered scones, teacakes, buns, scotch pancakes, doughnuts etc.

Toasted Good:
Toast, Tea cakes, Scones, Crumpets, Buns etc.

Preserves:
Jams, lemon cures, honey syrup, but not marmalade.

For High Tea:
Welsh Rarebit, Buck Rarebit, beans or spaghetti on toast, Eggs (various) on toast, mushrooms on toast.

Egg for high tea:
Boiled, poached, fried and omelettes.

Cooked food for high tea:
Fried fish, grille meats, roast or fried poultry, cold, meats, cold salmon, dressed crab, lobster, salads etc.

Pastries:
All varieties, afternoon tea pastries (small), Gateaux, Fruit cake, etc.

Desserts for high tea:
Fruit salads, compotes, mousses, bavarois, jellies and similar cold sweets.

Ices for high tea:
All varieties and sundaes.

Tea:
Indian, Chinese, Ceylonese, Russian and Iced.
Dinner courses and Dishes:

This is considered more formal elaborate meal and there is a great inclination to feature wines. On a dinner occasion the elements are considered to have both social and gastronomic value. Few hotels from Aurangabad are having the Dinner courses and dishes as stated above:

1. Cocktails:
   Fruit, Shellfish, but rarely fruit juices.
   Fruit: Melon Cantaloupe, fresh figs and less appropriately grape-fruit.

Shellfish and other appetizers:
Caviar, Oysters, Seagulls Eggs, Prawns, Snails, Frogs legs, Sardines, potted Shrimps, Foie gras.

Smoked items:
Salmon, Eel, Cod Roe, Parma and Bayonne Ham, Sprats, Trout, Salami, Breast of Goose and Turkey, Smoked sausages.

Hors d’oeuvres:
At dinnertime hot appetizers served in the Ante room are considered more correct than cold Hors d’oeuvres varies. The latter are more appropriate for lunch.

2. Soup:
Consommes, Veloutes, Cremes, Bisques, Bortsch, Turtle soup.

3. Fish:
Poached salmon, Turbot, Truite au bleu and other prime fish with appropriate garnishes.

*Hot shellfish:*

Lobster, Crab, Crayfish, Dublin Bay Prawns, and possibly, scallops but not common types such as mussels.

Sole, Trout, Salmon in meunier style.

Fried fish is not appropriate except, perhaps, sole and possibly white bait.

Grilled fish is also not customary except, possibly, lobster, sole, salmon.

*Gold fish:*

Salmon, Trout, Sole in Aspic.

4. *Entrees:*

Light dishes of small cuts garnished with vegetables. They include items such as sautés, tournedos, noisettes, veal cutlets, vol-au-vent, hot mousse.

5. *Relives:*

These are larger joints requiring carving butchers meat, which would not be served as a roast on the dinner menu. Poele veal, poled saddle of lamb, whole fillet of beef, boned sirloin, braised ham, duck and chicken poele or en casserole or encocotte.

6. *Sorbet:*

Light water ice or sherbet ice made with fine wine, champagne or liqueur, Russian cigarettes, usually accompany sorbets.
7. **Roast:**

Roast game and poultry. Traditionally never butchers meat, though sometimes, fillet of beef and fine veal are featured.
Salad: generally a fine salad.

8. **Vegetable dish:**

Asparagus, Globe artichokes, truffles, or even sometimes Ratatouille or a souffle.

9. **Sweet:**

Hot soufflés, pan cakes, fritters, of the finer types.
Cold: iced soufflés, baked ice cream, bombes, biscuits, coupes, etc.
Accompanied with petit fours, dripped fruits, etc.

10. **Cheeses:**

Fine types with celery, radishes, biscuits and butter.

11. **Dessert:**

Basket of fresh fruits, nuts and fine raisins.

12. **Coffee:**

Suppers: With the changing times its is difficult to define supper. There are theatre suppers, sometimes served before and sometimes after the entertainment. In family dining a simpler evening meal is often referred to as supper. Super can be an early or lat diner somewhat reduced in scope.

**General Practise**

In general, the Majority of hotels from Marathwada cater breakfast of south Indian style (Masala Dosa, Uttapa Upith, Idali
Sambar etc., and Maharasthrain style (Pakoda, Pohe, Sabudana Wada, Bhaji, Batata-wada, Thalipith, Shira etc.) and very few hotels serving non-traditional dishes, many of them are referred to forgoing pages. The meals are available as a lunch in between 10.00 a.m. and 3.00 p.m. and as a dinner in between 7.00 p.m. and 10.00 p.m.

Kitchen And Food Service Planning

One of the major functions of any catering manager is planning and this should be practiced in Food Production areas too. Many factors such as type of business, type of customers whether a hotel caters only to residents, or also to outsiders, possibility of expansion etc. should be considered. In determining kitchen layout, whatever type of operation, however there are certain fundamental functions.

(1) Reception of commodities.

(2) The various processes through which the raw materials have to pass through to be converted into finished products.

(3) Regulating and properly dispensing the finished foods.

Modern food service and kitchen operation must be planned not only in accordance with concepts of work flow and culinary principles, but also take into account technological changes such as the use of convenience foods, mechanization, etc.

Answering the following questions can provide most of the information required:

(1) What type of meal will be required?

(2) How many persons will be served?
(3) When will these meals be required? Will it be lunch or dinner service?

(4) What is the extent of stillroom requirements?

(5) Is provision to be made for special functions?

(6) Will convenience foods be used?

(7) What area of floor space is available?

(8) How about ventilation, lighting, power and water supply etc?

(9) What type of service is done?

(10) What is the degree of mechanization?

*Area required:*

During the course of survey it is observed that the old hotels started prior to 1970 have inadequate area for operation of their ever-increasing hotel business. On the contrary hotels started in new Aurangabad during after mid-eighties have with vision of adequacy of area for the operations of hotel business.

It varies according to the type and number of meals prepared. As the number of patrons increase, the area of kitchen per cover may tend to be reduced. There are no hard and fast rules but there are rules of thumb. As a general rule 4 sq.ft. of floor area per person accommodated in the dining room is adequate. Because of various variable actors, perhaps all hat an be said with certainty is that a lower area per head suffices for kitchens planned for Banquets or simple operations such as industrial catering and a higher rate for places where ambitious complex a la carte work is involved. A commonly accepted rule of thumb is that the kitchen should be one-third of the dining space.
There should also be space provided for unobstructed passages, office, hand washing facilities etc.

*Flooring* - It is to be selected on the basis of: (1) Easy cleaning, (2) Good appearance, (3) Coolness, (4) Non-slip, (5) Hard wearing, (6) Comfortable and safe, e.g. Kota Stones.

*Walls* - they are required to be: (1) Easy to clean (2) Attractive, (3) Reflecting light e.g. glazed tiles.

*Lighting* - A maximum of natural lighting is to be arranged inside the hotel however now-a-days, there is practice to disallow natural light and provide artificial lighting particularly above work tables, sinks, under canopies, etc. this is unhealthy practice and hoteliers should not do this.

*Colour* - It is to be chosen properly because colour has an effect on work.

Many hotel kitchens from Aurangabad employ a combination plan. Gas is used for the cooking range while electricity is used for most of the equipment listed below. Coal is used for tan door and barbe-quest. Kerosene stoves may be kept for emergencies.

*Some kitchen Equipments, which are found in hotels, are:*

1. Cooking ranges.
2. Deep fry fryers.
4. Steamers.
(5) Ovens.

(6) Grillers

(7) Hot cupboards Bain-Marie.

(8) Stock pot stands

(9) Water Boilers

(10) Dish washing equipment

(11) Refrigerators, Freezers etc.

(12) Mixers or blenders

(13) Dough mixer.

(14) Slices

(15) Miners

(16) Peeling machines.

(17) Coffee machine.

(18) Toasters

The above listed are just few of the major equipments found in a modern kitchen.

Principles and procedures of food production:

Frequently it is observed that the hotels from Aurangabad are overlooking the principles of cooking the food items and uncooked food is served to the customers. In view of this some principles of cooking for some food items are given ahead:

Some of the basic principles of food production are listed below
(1) **Ingredients:** Use the best quality ingredients to suit the dish.

(2) **Cooking methods:** Each individual item should be prepared to obtain the highest quality maximum yield, greatest flavor, fullest retention of nutritional value and best possible appearance.

(3) **Time between preparation and service:** Schedule preparation to minimize the holding period.

(4) **Caring for cooked food:** Once cooked, take the maximum care, if not food can be dangerous.

(5) **Avoid waste:** Avoid over production. Make use of sales History Record to forecast the production so as to prevent waste.

(6) **Use and storage of left over:** any left over are to be stored in the best of conditions and use them imaginatively.

(7) **Waste, Loss, Theft:** Have strict control and make sure there is maximum personal supervision in food handling areas.

(8) **Use of standards:** Use

   (1) Standard purchase Specifications

   (2) Standard recipes.

   (3) Standard yields.

   (4) Standard food cost.

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*Some Specific Principles And Methods of cooking and processing of food items practiced by renowned hotels from Aurangabad.*

**Meat cooking:**

Principles – (1) Cooking time. This is kept depended upon:

   (a) Oven temperature

   (b) Oven load.

   (c) Size and shape of cut.

   (d) Amount of bone and fat covering

   (e) Grade of meat.
(f) Amount of ageing.
(g) 'Doneness' required.

(2) Oven temperature is important because of the great differences in results obtained by high and low temperature.

(3) Controlling shrinkage during cooking is important.

(4) As for methods: Dry heat – roasting, broiling, pan-broiling. Moist heat – braising, stewing, boiling, steaming, etc. Frying deep, shallow.

Poultry

General rules for preparations:

(1) Fresh chickens – Keep iced in storage and not held over three days.

(2) Defrosted birds-cook within 24 hours of defrosting.

(3) Cooked Poultry meat – use within 3 days.

(4) Poultry stock – use within three days.

(5) Turkey – allow standing at least 15 minutes after removal from oven.

(6) Warm dressing – never put it in poultry unless ready to go directly into oven.

Fish:

Never over cook.
Cook until it flakes easily.
Cook to order whenever possible.
Cook by moderate heat because of high protein content
Cooking method will depend upon type of fish.

(i) Fat Fish – best broiling, baking etc. (Salmon, Halibut Mackerel etc.)
(ii) Lean Fish - Best steaming, Poaching & Frying (Haddock, Cod, Flounder, Trout, Sole, Pamphlet)

(iii) Shell Fish - Broiling, boiling, baking, streaming, & frying etc. (Lobsters, prawns, crabs, mussels, snails etc.)

Vegetables:

Fresh vegetables should be firm and ripe. Head vegetables must be solid and leafy vegetables crisp. Vegetables should be cleansed before cooking. Cooking method should be one, which preserves the maximum of nutrients. The methods used are boiling, baking, broiling, steaming, and frying.

Basic rules:

1. Keep under refrigeration to avoid exposure to heat and light.
2. Peel and trim carefully to avoid waste.
3. Cook frozen vegetables without thawing.
4. Cook canned vegetables in their own juices quickly.
5. Cook vegetables whole in skin whenever possible.
6. Use small amount of water.
7. Add vegetables to boiling water and bring to boil quickly, leave in water shortest possible time.
8. Avoid use of soda.
9. Avoid stirring.
10. Cook in small quantities at intervals.
11. Do not over cook.
12. Use left over liquids for soups, sauces, gravies
Soups, Sauces, Gravies:

Use good stocks as base.
The consistency and texture is important.

Salads:


Food & Beverage Services

As a general rule Food and Beverage Sales accounts for major portion of the total hotel turnover. The sources of this significant chunk are mainly (1) Restaurants (including Indian, French and Chinese restaurants, Coffee-shop, night-club etc. (2) Room Service (3) Banqueting (4) Bars. In this section we shall deal with the first three. The bar business will be discussed under the chapter “Bar Control or Operations (permit room section).”

Restaurant

Table -Setting:

Table arrangements in a restaurant are generally left to the interior decorator, although the restaurateur must have some basic idea on this subject, so that he may be able to know the floor space he will require for the type of restaurant he has in mind.

Size of Tables:

There is normally never being a table for more than 8 persons. If more than 8 persons are to be seated together, tables may be joined.
There are 4 main ways of table arrangement in a restaurant. They are:

(i) Straight arrangement
(ii) Diagonal arrangement
(iii) Parallel arrangement
(iv) Booth arrangement

The both arrangement is best when there is a lack of floor space. Very often and two of these arrangements may be combined in a restaurant.

**Types of Services**

Restaurants service can be divided mainly into 5 types. Russian Service is the most common one used in most of the good restaurants of India, while American service is used in all the coffee-shops. Unlike the other restaurants of a hotel, Coffee Shops are open 24 hours. French Service is used in the French restaurants, which are not yet established in Aurangabad and Buffets usually in Banquets. English service is almost never practiced in our country.

**Bar Control & Management**

Many Hotels in Aurangabad are having Bar sections or Permit Rooms. In these bar sections the waiter takes the order in duplicate. The top copy goes to the barman who hands him the drinks ordered for in return. The second copy goes to the cashier who makes the bill. Bills are made in triplicate. The top copy is for the customer; the second for the control department and the third (fixed copy) is for the Bar, from which the daily consumption sheet is made.

Receiving, indenting and issuing procedures are similar to that of food. The control department maintains bin-cards and surprise
physical inventory may be taken frequently. This inventory is tallied with the Bin-cards.

All bottles may be market by the hotel, to prevent the bar staff from selling their own drinks. Periodical tests for adulteration may be made with the help of a hydrometer. This will show if water has been added. The temptation to cheat is great due to the high value of merchandise.

Sometimes the barman may serve a little less than a peg thus saving a little alcohol each time, which he may sell to a guest without making a bill and keep the money for himself. To avoid this, automatic peg measures are used in some hotels.

_Alcoholic Beverages Normally served in Aurangabad Hotels_

<table>
<thead>
<tr>
<th>Wines</th>
<th>Spirits (Whisky, Gin, Rum, Brandy, Vodka)</th>
<th>Appetizers and Cocktails (Gin-based Brandy Based, Vodka Based Whisky Based rum)</th>
<th>Liqueurs (Bendictine, Drambure, Tia maria, Creme)</th>
<th>Beers (Pilsner &amp; Lager)</th>
</tr>
</thead>
</table>

_Wines_

Wine is an alcoholic beverage obtained from the fermentation of juice of grapes.
White wines are made from black of white grapes (white grape range in colour from yellow to green) Red wines are made only from lack and Rose or Pink wines are made from black grapes but the skin is removed before fermentation. Black and white grapes may be mixed or red and white wine may be blended to get a Rose wine. (See Appendix for details at the end of Thesis.)

Service of Wines

Red wines are served at room temperature, while white wines and rose wines are served chilled, before serving, the wine is presented to the host. After examining the label the host is served a little wine for tasting. If the host acknowledges that the wine is suitable it is served to his guest beginning with the ladies. The host is served last. White wine is brought in an ice bucket, while red wine in a wine basket.

Champagne is a white, sparkling wine from the champagne region in France. Unlike other wines, champagne goes through a second fermentation in the bottle induced by the addition of sugar. The amount of this sugar determines if the champagne will be brut (dry) or sec or demi-sec (slightly dry) or riche (very sweet)

Champagne is named after the various manufacturers (or shippers) e.g. Bollinger, Charles Heidsieck, krug, Lanson Moet et Chandon, Mumm etc.

Champagne goes with any food but it is usually a drink for an occasion. It is served chilled at a temperature of 70°C in an ice bucket.

While opening a bottle of champagne the neck of the bottle is pointed upwards, the wire-cage, which surrounds the cork, must be
unwound. Then the cork is held in the serviette and the bottle twisted very slowly, until the cork is released. It is served in a tulip glass or a champagne saucer.

**Spirits**

| Whisky | Gin | Rum | Brandy | Vodka |

**Whisky** - There are 5 types

1. Scotch - (a) malted (made from barley) Whisky - (b) Grain (made from barley, oats & maize) e.g. Black & White, Old Smuggler, White Label, Teachers, Dimple, King of Kings, Johnny Walker, Black Label Royal Salute etc.

2. Irish Whisky is made from a mash of cereals, grains, mostly barley with 20% oats & wheat e.g. Bush Mills.

3. American Whisky is made from maize.
   e.g. jack Daniel, I. W. Harper, Old Grand Dad, Kentucky Sour Mash, Id Crow etc.

4. Canadian Whisky is made mainly from maize e.g. Canadian Club and Seagram's V.O.

5. Diplomat, Aristocrat, Peter Scot, Black Knight Mac Dowels are some whiskeys made in India. Indian Whisky is made from barley. Whisky is usually had with water or soda.

**Gin**

Gin is made from grain and flavored with juniper berries, London dry (Booths) Old Tom's Gin, Holland's Gin, Gordon Beefeater, Gilby and Plymouth Gin are some of the imported brands. Some of the Indian brands are Blue Riband, Carews, Blue bird.
Gin is mixed with tonic water an garnished with a slice of lime.
It is the most common base in the making of cocktails.

Rum

Rum is made from sugar cane. It is mixed with Coco-cola and
garnished with a slice of lime.

Some examples of Indian brands are Old Monk, Royal Treasure,
XXX Hercules, XXX Rose Rum, Haywards, East India, Simla Top
Sonwan Tiesta.

Some examples of imported Rums are Jamaican Rum & Cuban
Rum (e.g. Bacardi) The former are rich and full bodied whilst the latter
is light bodied. Martinique, Puerto Rico, Trinidad, Barbados etc. also
produce rum.

Brandy

Brandy is made from grapes. Cognac is the worlds best.
Cognac bottles have the following markings

One Star
Two Stars
Three Stars
Very superior old pale
Extra ordinary (over 40 years)

These markings depend on the age of the Brandy.

Brandy is also made from other fruits e.g. peach brandy, cherry
brandy etc. Armagnac is another good French Brandy. Brandy is
mixed with soda or ginger ale.
**Vodka**

Vodka is made from potatoes or a grain like what or rye. Red Czar, Alcazar, Kremlin, Haywards, Imperial are the Indian brands. The Russian brands are Red Czar, Smirnoff off, Cossack and Stolichnaya whereas Zubrowka is a Polish brand. Vodka is mixed with tonic – water or gingerale, & garnished with a slice of time.

**Note**

All Spirits are served in a highball glass. The service portions are either a small peg (30 ml) or a large peg (60 mls). The waiter takes with him the appropriate mixer, an ice bucket filled with ice and an ice tong on a silver tray. Stirring sticks and complimentary snacks are usually served. In the absence of a table cloth the glass must be placed on coasters.

**Liqueurs And Cordials**

A Liqueur is a spirit, usually Brandy, flavoured with fruits, herbs or seeds. They are very sweet, contain a high percentage of alcohol and are served in half pegs (30 ml) in a cordial glass, after a meal, Cordial is the American name.

Some liqueurs and flavoring & colour for liqueurs

<table>
<thead>
<tr>
<th>Name</th>
<th>Flavouring</th>
<th>Colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benedictine</td>
<td>Herbs</td>
<td>Golden Brown</td>
</tr>
<tr>
<td>Chartreuse</td>
<td>Herbs</td>
<td>Yellow or Green</td>
</tr>
<tr>
<td>Cointreau</td>
<td>Orange peel flavour</td>
<td>Clear</td>
</tr>
<tr>
<td>Grand Marnier</td>
<td>Orange peel flavour</td>
<td>Golden Brown</td>
</tr>
<tr>
<td>Curacao</td>
<td>Orange peel flavour</td>
<td>Orange or Clear</td>
</tr>
<tr>
<td>Triple see (dry Curacao)</td>
<td>Orange peel flavour</td>
<td>Or Blue or Green</td>
</tr>
<tr>
<td>Cherry Herring</td>
<td>Cherry</td>
<td>Clear</td>
</tr>
<tr>
<td>Anisette</td>
<td>Aniseeds</td>
<td>Dark Red</td>
</tr>
<tr>
<td>Drambuie</td>
<td>Scotch Whisky, herbs &amp; honey</td>
<td>Golden Brown</td>
</tr>
<tr>
<td>Tia Maria</td>
<td>Coffee</td>
<td>Dark Brown</td>
</tr>
<tr>
<td>Crème de Cacao</td>
<td>Cocoa</td>
<td>Dark Brown or clear</td>
</tr>
<tr>
<td>Kummel</td>
<td>Cumin seeds</td>
<td>Clear</td>
</tr>
</tbody>
</table>
Kirsch  Cherry  Clear
Crème de Menthe  Peppermint  Green or White
Silvoritz  Plums  Or Red
  Clear

**Beer**

Beer is made from grain usually barley, if is fermented with yeast and flavoured with hops. It is the yeast used which determines the types of beer, (large, ale, stout or porter.) A larger beer is made by using bottom-fermentation yeast. It requires several months of lagering or storing before the beer is marketed. Ale, stout and porter is made using the top fermentation variety of yeast.

Beer found in India is of 2 types : Pilsner and is a larger beer originating from Pilsner (Czechoslovakia) but Pilsner today means a light lager beer (light both in colour and body). Tuborg and Carlsberg (Denmark) Three Crowns (Sweden) Amstel and Heineken (Holland) Pilsner urquell (Czechoslovakia) Kronenbourg (Alsace, France) Spaten and Lowenbran (Munich, W. Germany) Skol, Imperial Russian Stout, Guinness (U.K.) are some of the foreign brands. The strong, Indian beers are Khajuraho, Black Label, Kohinoor, Guru etc., while the mild Indian brands are Golden Eagle, Kingfisher, Haywards, Hamburg Pils, Rosy Pellican, Pals, Premier Henninger etc.

Beer is often served chilled. The guest may be asked if he would like it with or without the froth. To avoid the froth the glass must be tilted whilst pouring the beer. The glass must always be dry. A wet glass results in a flat beer. If a beer is flat in the bottle itself, it should be kept aside to sent back to the supplier and another one must be promptly served. Any over-chilled beer has a tendency to lose its flavour and turns cloudy.

**Prices of Alcoholic Drinks in small Hotel Bars**
<table>
<thead>
<tr>
<th>BRANDS</th>
<th>12 PEGS</th>
<th>6 PEGS</th>
<th>3 PEGS</th>
<th>1 1/2 PEG</th>
<th>1 PEG</th>
<th>1/2 PEG</th>
</tr>
</thead>
<tbody>
<tr>
<td>Signature</td>
<td>600/-</td>
<td>300/-</td>
<td>150/-</td>
<td>80/-</td>
<td>55/-</td>
<td>28/-</td>
</tr>
<tr>
<td>Royal Challenge</td>
<td>560/-</td>
<td>280/-</td>
<td>140/-</td>
<td>75/-</td>
<td>50/-</td>
<td>25/-</td>
</tr>
<tr>
<td>Dsp Black</td>
<td>340/-</td>
<td>170/-</td>
<td>85/-</td>
<td>45/-</td>
<td>30/-</td>
<td>16/-</td>
</tr>
<tr>
<td>Mc DOWELL NO. 1</td>
<td>340/-</td>
<td>170/-</td>
<td>85/-</td>
<td>45/-</td>
<td>30/-</td>
<td>16/-</td>
</tr>
<tr>
<td>M..M./Royal Stag</td>
<td>340/-</td>
<td>170/-</td>
<td>85/-</td>
<td>45/-</td>
<td>30/-</td>
<td>16/-</td>
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<tr>
<td>Green Label/I-Blue</td>
<td>260/-</td>
<td>130/-</td>
<td>65/-</td>
<td>33/-</td>
<td>23/-</td>
<td>12/-</td>
</tr>
<tr>
<td>Director Special</td>
<td>260/-</td>
<td>130/-</td>
<td>65/-</td>
<td>33/-</td>
<td>23/-</td>
<td>12/-</td>
</tr>
<tr>
<td>Officers Choice</td>
<td>260/-</td>
<td>130/-</td>
<td>65/-</td>
<td>33/-</td>
<td>23/-</td>
<td>12/-</td>
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<tr>
<td>Bag Piper</td>
<td>260/-</td>
<td>130/-</td>
<td>65/-</td>
<td>33/-</td>
<td>23/-</td>
<td>12/-</td>
</tr>
<tr>
<td>Haywards/Indica</td>
<td>200/-</td>
<td>100/-</td>
<td>50/-</td>
<td>25/-</td>
<td>17/-</td>
<td>9/-</td>
</tr>
<tr>
<td>Regal Crest</td>
<td>180/-</td>
<td>90/-</td>
<td>45/-</td>
<td>23/-</td>
<td>16/-</td>
<td>9/-</td>
</tr>
<tr>
<td>Bacardi Wirum</td>
<td>540/-</td>
<td>270/-</td>
<td>135/-</td>
<td>70/-</td>
<td>45/-</td>
<td>25/-</td>
</tr>
<tr>
<td>Mcd Celebration</td>
<td>260/-</td>
<td>130/-</td>
<td>65/-</td>
<td>33/-</td>
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<td>12/-</td>
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<tr>
<td>Old Monk</td>
<td>260/-</td>
<td>130/-</td>
<td>65/-</td>
<td>33/-</td>
<td>23/-</td>
<td>12/-</td>
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<tr>
<td>Double Bull Rum</td>
<td>220/-</td>
<td>100/-</td>
<td>50/-</td>
<td>25/-</td>
<td>17/-</td>
<td>9/-</td>
</tr>
<tr>
<td>Smirn Off Vodca</td>
<td>540/-</td>
<td>270/-</td>
<td>135/-</td>
<td>70/-</td>
<td>45/-</td>
<td>25/-</td>
</tr>
<tr>
<td>Gilbeys Gin</td>
<td>280/-</td>
<td>140/-</td>
<td>70/-</td>
<td>35/-</td>
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<td>13/-</td>
</tr>
<tr>
<td>White Mischief</td>
<td>280/-</td>
<td>140/-</td>
<td>70/-</td>
<td>35/-</td>
<td>25/-</td>
<td>13/-</td>
</tr>
<tr>
<td>White Magic</td>
<td>260/-</td>
<td>100/-</td>
<td>50/-</td>
<td>25/-</td>
<td>17/-</td>
<td>9/-</td>
</tr>
<tr>
<td>Ria Gin/ Blue Bird</td>
<td>200/-</td>
<td>100/-</td>
<td>50/-</td>
<td>25/-</td>
<td>17/-</td>
<td>9/-</td>
</tr>
<tr>
<td>Eng. Duet/B. Dute</td>
<td>220/-</td>
<td>110/-</td>
<td>55/-</td>
<td>30/-</td>
<td>20/-</td>
<td>11/-</td>
</tr>
<tr>
<td>H/Bee Brandy</td>
<td>220/-</td>
<td>110/-</td>
<td>55/-</td>
<td>30/-</td>
<td>20/-</td>
<td>11/-</td>
</tr>
<tr>
<td>Vulcan's Brandy</td>
<td>180/-</td>
<td>90/-</td>
<td>45/-</td>
<td>23/-</td>
<td>16/-</td>
<td>9/-</td>
</tr>
<tr>
<td>No. 1 Doc Brandy</td>
<td>192/-</td>
<td>96/-</td>
<td>48/-</td>
<td>25/-</td>
<td>17/-</td>
<td>9/-</td>
</tr>
<tr>
<td>Doc/Rum (50 Up)</td>
<td>140/-</td>
<td>70/-</td>
<td>35/-</td>
<td>18/-</td>
<td>12/-</td>
<td>7/-</td>
</tr>
</tbody>
</table>

**Strong Beer**

<table>
<thead>
<tr>
<th>Brand</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Super Stud</td>
<td>55/-</td>
</tr>
<tr>
<td>Knock Out</td>
<td>55/-</td>
</tr>
<tr>
<td>Khajuraho</td>
<td>55/-</td>
</tr>
<tr>
<td>Cannon 10000</td>
<td>55/-</td>
</tr>
<tr>
<td>Cannon (330 Ml)</td>
<td>35/-</td>
</tr>
</tbody>
</table>
Hotel Marketing & its Development

Hotel Marketing is defined as “The Hotel Management function which organizes and directs all those hotel business activities involved in assessing and converting customer purchasing power into effective demand for specific product or service and in moving the product or service to the final customers so as to achieve the profit target or other objectives set by the Hotel Company”.

Marketing is not the department of the business but has all co-ordinating aspects of the hotel business and to achieve the overall objectives of the business.

The marketing practices of hotel are a study of identifying the best marketing opportunity. It is a study to assess the demand providing the best services, providing every aspect of facilities to customer satisfaction, pricing of the products.

The existing facilities and services are durable for short period. Research may be undertaken to see which market segments could be explored for particular types of hotels.

In marketing practices of hotels where demand is in excess of supply, there is no sales problem whatever output can be sold. The main problem is to increase output. This gives rise to a sellers market and a production orientation on the part of the seller and has been apparent in many hotel markets at particular time.
The new technological progress increased productivity and the provision of new capacity. In which higher incomes also generate increasing purchasing power. This has occurred first with goods and then with various services. A great supply of them if it exceeds demand, it leads to a buyers market and a sales orientation on the part of the seller.

The growth in capacity and output is normally accompanied by a rise in people income and formation of the culture of affluent society. These affluent demand hotels of different types for satisfying, lodging and boarding needs. Hotel entrepreneurs assess their demand for goods and services and they make provision in an anticipation of demand. It gives rise to buyers market. Opposite to this, there are certain hotel customers, they need hotels services as a necessity and they put frequent demand for them. In own cases supply of hotel services becomes inadequate and sellers came into being.

In a nutshell from the experience of Aurangabad, it is seen that affluent class people needs star hotel services and star hotel entrepreneurs have to face a situation of “Buyers Market” for many week in the year, while it is also observed that there are common people and they need hoteling services for which supply is inadequate and there is an existence of Sellers Market.

Hotel investment is primarily an investment in land and building and interior assets. The bulk of the capital invested in fixed assets of the hotel combined with continuity of the hotel activity gives rise to higher fixed costs, which have to be carried irrespective of the volume of business. Three key factors are therefore critical to a successful hotel operation -
The right location
Correct capacity and
A higher level of utilization.

If this is there, the hotel entrepreneur can face any situation i.e.,
whether the buyers are sellers market.

_Service:_

Service is major component of a hotel business. Customers rank
customers convenience and visiting a chain restaurant. The popularity of any
concept depends of service. The service may be table, drive-in,
delivery and any other type. The type of service selected should reflect
the menu as well the entire restaurant concept.

With the advancement of technology, new and different types of
services are becoming popular. One example is the use of an on-line
computer or a fax machine to place an order, which can later be picked
up at the restaurant or delivered to a particular place. Home delivery
services using innovative methods are gaining popularity. A business
in New York reports that it is serving railway commuters. Before
leaving offices, customers fax their dinner orders, which are delivered
to them when they detrain, thus providing ready to eat meal packages
when they get home. In Aurangabad, however one cannot expect such
type of service. But some companies order with the help of telephone
or fax machine.

Innovative experiments with different types of concepts are
ongoing. Some survive and other die at early stages. However,
today's proven concepts have gone through that stage, and test
marketing is an essential component of progress. Drive-through-only
concept, for example, are gaining rapid popularity. In one of the special issues of the Nation’s Restaurant News (1990), it was reported that the successful concepts of the 2000’s will all be based on three C’s.

"Casualness, Convenience and Comfort"

Comfort as related to price as well as food was noted, quoting the popularity and modest price of pizza and Pasta. Convenience to customers continued to be an essential component of any successful concept.

Marketing Strategies:

Any business concept should have a unique marketing strategy that will take it a notch above the competition. Marketability of any given product can be confirmed only by adequate consumer and field testing. The length of a concept varies and may need modifications as and when the market climate changes. For example, the fast food chains gained a peak popularity and when the competition became too intense, newer menu concepts were added and continue to be added by many franchisers. The concept should have a market identity. It can be related to the services or the product itself, such a hamburger of a hot dog restaurant or a drive through only concept. One sure way of building an identity is to do so with the help of a trademark, service mark, logo or other such insignia that signifies the concept and which the franchisee will use in their business. Rights to such identity marks are generally licenses and should be used as frequently as possible while advertising.

Users of Hotel Industry

The users of services in the hotel industry belong to different categories visiting hotels with the diverse aims and objectives. This application of marketing principles in the hotel industry makes it
essential that marketers are aware of the different categories. Figure 6.2 details the main and sub-category.

![Diagram of Users of Hotels]

Fig. 6.2 Users of Hotel Product

**Domestic Users:**

In the domestic users, the different categories are pilgrims visiting the sacred places, students on educational tour, officials on deputation, political representative activating the political representative activating the political mission film stars on locational shooting, knowledge seekers on developing their credentials, sportsmen playing national games and so on.

**Foreign Users:**

In this category, the users belong to numerous categories. The international political summits provide an opportunity to the political representatives, the expanding global trade relation attracts the trade representatives, the innovations and invention encourage the knowledge seekers, the organization of international games attract the sportsmen, the global cultural exchange programme motivate the
cultural representatives and the craze for enjoying the attractive seines and even provide an opportunity to the film stars to attend the hotels of their choice and status.

Market Segmentation in Hotel Industry

We don't find any exaggeration in the fact that second commandment of marketing is know the market. By segmenting a market, it is found easier to study and understand the market. All customers have their own likes and dislikes. They carry some uniqueness. It is essential that marketers are well aware of the changing preferences of customers. This thorny task is simplified with the help of market segmentation. The segmentation is to divide or group the customers. The ultimate motto of segmentation is to cater to the changing needs of hotel users. It is done with the motto of grouping the individual prospects so that their responses to marketing inputs are similar. The success in marketing effort lies in anatomizing the wants and needs of diverse segment. This allows the strategic marketing planner to priorities segments and consequently opportunities. Further, it allows the planner to be in a better position to spot opportunities, provides an orientation whereby services offering can be turned to satisfy the guests and simplifies the budgeting task through which marketing efforts are identified and monitored. There are different variables, for marketing segmentation and the marketers have to turn their eyes both at macro and micro levels.

Normal hotels come up at places of demand and so it is not realistic that the distribution is equal. The Federation of Hotel and Restaurant Association of India has divided the country into four geographic regions, viz., Northern Region, covering Delhi; U.P., Rajasthan and other northern states, calcutta Region covering Orissa,
West Bengal and other Eastern States and Eastern Union Territories including Andaman and Nicobar, island; Western Region, covering Maharashtra, Gujarat, M.P. and Goa, Diu and Daman and Southern Region covering Andhra Pradesh, Karnataka, Tamil Nadu, Kerala and the Union Territory of Pondicherry. It is very natural that the distribution is lop-sided as all regions are not infrastructurally conductive. Besides, it is also true that demand for accommodation is not uniform either due to non-accessibility or due to the non-availability of basic transport facilities. Some regions are better placed and so it is natural that these regions have developed hotel facilities.

In addition to the geographic consideration, the psychographic factor is also considered a base for segmenting the hotel market. This is on the basis of psychographics variables which refer to life style, buying motives and product knowledge of prospects. It is very natural that psychographics variables differ from segment to segment. The marketers find it easier to plan for tomorrow, if they are aware of the needs, food habits, life-style and buying motives of prospects belonging to different segments. The opportunities can be identified and further the services offerings can be turned to satisfy the guests.

With a view to maintaining standard and enforcing control, the Department of Tourism, Ministry of Tourism and Civil Aviation, Government of India has developed a system of categorizing the available accommodation as per certain criteria. Accordingly, the hotels are either approved of unapproved. Approved hotels are of internationally standard. Normally a foreign tourist prefers to stay in the approved hotels. This is due to the fact that the approved hotels have the stamp of official recognition. Approval itself is considered to be sufficient advertisement, which influence the sale ability of hotel product. A number of approved hotels belong to luxury category. The
hotels are placed in various star categories. There are six such categories from five stars to one star, depending upon the available facilities and services. These hotels provide not only the accommodation facilities but also even other facilities, which make the study a comfortable and an interesting experience. There are some international chains, which own a large number of such luxury hotels. The international hotels are found suitable for metropolis and other big industrial cities and trade centers. Normally the guests attending international hotels prefer modern western style.

The aforesaid segmentation in the hotel industry helps in maintaining standards and control. Such segmentation is also effective in studying the taste preferences of guests as normally in the star group of hotels, the taste preferences of guests are found refined. Westernised facilities suit their food and living habits and so the marketers find it convenient to study. Thus the base, "categorization", is also used for segmentation. This is very natural that categorization separates hotel into different grades or classes. This scheme enables a guest or users of the service to choose from among different units a particular unit on the basis of amenities and facilities available in a particular unit. This also helps a user to choose the hotel that he or she likes. Symbols or numbers are used for this purpose.

The region wise segmentation, of course, makes it convenient to satisfy the customers. This is due to the fact that guests expectations are minutely studied and while offering services to them it is found convenient to identify their preferences. The very purpose of segmentation is to simplify the task of studying the customers so that all efforts are made to match the services of their expectations. If we fulfill expectations, the doors of satisfaction are opened. The hotel opened in the northern region can't undermine the northern-region-
touch and like this, the hotels opened in the southern region can’t undermine the southern-region-touch. It is not meant imposition indeed regional considerations for enjoying pleasure and personal-touch in service.

Understanding Consumers Needs:

The success or any hotel depends on the extent to which consumer demands and needs are fulfilled. Consumers might be interested primarily in the menu, convenience atmosphere, entertainment, discounts, service and / or other factors. Because consumers represent all age groups, their needs and wants have individual variation, which may be physiological or sociological in origin and need various strategies to counter each one of these.

Age/Type of Clientele:

This factor as mentioned earlier was the key to success in case of McDonalds. The age of clientele until recently was repeatedly ignored, but as and when all came to realize the importance of the different type of clientele they divided their consumers into the following categories.

1. Children:

Children are a special and important group of customers because they are a major influence when families eat out. Children are easily influenced by advertisements and are fascinated by special gift offers.

Their needs and wants should be given high priority when planning to attract families and mixed groups. Fast Food chains have attracted children by providing special offers backed by large scale national publicity. In addition, many fast food restaurants provide playgrounds, birthday parties and special gift packages.
Some restaurants provide entertainment such as Games, Animated cartoon characters, videos and other devices to keep children busy while the family enjoy their meals.

Families prefer fast food or quick service restaurants with children because of their convenience, informal atmosphere and low prices. Also because the service is fast, the problem of children becoming impatient does not arise. It is therefore important that usually the children themselves not their parents make decisions on what they order.

2. Adolescents

Adolescents comprise a very special group of customers, one that is passing through a stage of life cycle in which physiological changes are taking place and scroll awareness is developing.

Adolescents lend to become "calorie conscious" at this stage, so that salads, vegetables and low calorie menu items are preferred by them. It therefore becomes essential for hotels to provide special dietary foods like skimmed milk, yogurt, vegetarian dishes and other low calorie items.

Since they are the adult customers of the future and are at a stage where food habits are set, it is important to consider their needs.

3. Young and Middle aged Adults:

Adults comprise a very broad category of consumers, whose eating preferences depend on their marital status. Thus, within this same category, the needs of a single, widowed, divorced and married consumers may be very different.
Singles who are largely independent often eat out because they do not care to cook on their own or clean up after meals. As a result, they prefer to eat at fast food restaurants where they will not feel lonely and in addition to that they get a variety of food choices served quickly. Singles also buy a great deal of take out food.

4. Senior Citizens:

For senior citizens, eating out in hotels is often satisfying social event as well as physiological need. Eating out can eliminate boredom, pass time, and provide a change of atmosphere since they may live alone or spend many hours with one person. Senior citizens are loyal customers and as such can be expected to return frequently.

5. Students:

College students often prefer continence and may lack time, motivation or the facility to make meals. A limited student budget can be expected to influence their selection of place to eat out. Lack of transportation causes this group to patronize eating establishments that are close to the campus. They often visit restaurants particularly on weekends.

There is a growing tendency for them to select low calorie or vegetarian food, as they are becoming more calorie conscious, salad bars are also becoming popular. Carbonated beverages and certain alcoholic beverages are always in demand.

6. Shoppers:

Shoppers represent a relatively new category of consumers, one that is growing in proportion to the increasing number of malls and
shopping centers. Fast service becomes an important consideration, particularly in peak shopping hours and holiday seasons.

7. Workers:

Both blue and white collar represent a loyal and growing class of consumers for many hotel outlets. They consider restaurant that can be relaxing and have quick, efficient service, as there is a need to unwind quickly from the tensions of work.

Many hotels are trying to attract workers for both breakfast and lunch by offering special discounted items. Increasing number of breakfast items are being offered for this group of customers, since it is convenient for workers to have a quick, pre packaged breakfast available on their way to work.

8. Travelers:

People are always on the move, whether for business, leisure, or for family visits. Many travelers and passengers prefer fast food restaurants, because they are familiar with the food they are being offered and know they will be served quickly, hot foods and cold beverages, mostly carbonated are preferred by most of these consumers. Most of the items selected are medium priced, particularly the foods purchased by those traveling in large groups or with families.