

## **WORKING AND MANAGEMENT OF TOURIST ACCOMMODATION OF U.P. TOURISM DEVELOPMENT CORPORATION**

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Among the important inputs which flow into the tourist system is tourist accommodation. Accommodation facilities constitute a vital and fundamental part of tourist supply and an important features of the total tourist image of a country. U.P. Tourism Development Corporation have recognised the vital importance of accommodation industry in relation to tourism and their governments have coordinated their activities with the industry by way of providing attractive incentives and concessions to suppliers of tourist accommodation, which have resulted in the building up of various types of accommodation. For instance, availability of sites for tourist accommodation on liberal payment terms, special concessions in the form of long term loans, liberal import licences and tax relief, cash grants for construction and renovation of buildings, and similar other concessions are provided to the accommodation industry.

An adequate supply of accommodation suitably tailored to the requirements of the tourist market is one of the basic conditions of tourism development. The provision of accommodation facilities and their growth should, at the same time, be regarding in a much broader context as they make an important contribution to the economy as a whole, by stimulating economic development, social contacts and commercial activities.

In the promotion of tourism, of all the constituents of the tourist industry, the accommodation sector thus constitutes the most important segment. Tourism is to a great extent, dependent on the type and quantity of accommodation available. Accommodation is a very important part of the tourism infrastructure and the expansion of tourism inevitably brings about the development of accommodation. It is rather the core of the tourist industry. Accommodation is in other words, the matrix of tourism, and is thus the obvious choice to play a distinctive role in the development of this expanding industry.

The development of the accommodation sector, tourist accommodation is used to denote the facilities operated for short term accommodation of guests, either with or without service, against payment and according to fixed rates. For the purposes of classification, all tourist accommodation has been divided into the following groups:

- (i) hotels and similar establishments (the hotel industry proper) and
- (ii) Supplementary means of accommodation

The first group usually includes hotels, motels, boarding houses and inns, while the second includes registered private accommodation (rented rooms, apartments, houses) camping and caravan sites, youth hostels, recreation centres for children, mountain huts and shelters as well as health establishments, that is sanatoria and convalescent homes.

## **Emergence of the Hotel**

The hotels were developed along the main railway and highway routes in major towns. Substantial development of the hotels thus awaited the volume and the type of traffic only the railways could bring. With the development of railway systems in many other countries within and outside Europe, the number of hotels also increased. Thus we find that railways greatly influenced the development of hotels during the early twentieth century.

The demand for accommodation of tourists was thus met by a variety of facilities ranging from inns, taverns, private houses to hotels. The main changes in the demand for tourist accommodation have come about from changes in tourist transportation and in the popularity of different forms of holidays. After the introduction of the motor car and the aircraft, a large number of hotels sprang up at various tourist areas, and destinations. The growth of hotels continued until the 1950s. Hotels as a unit of accommodation dominated the scene all over the world.

Hotels provide accommodation, meals and refreshments for irregular periods of time for those who may reserve their accommodation either in advance or on the premises. In broad terms hotels provide facilities to meet the needs of the modern traveller. The dictionaries define hotel in several ways: 'a place which supplies board and lodging', 'a place for the entertainment of the travellers', 'large city house of distinction', and a public building'.

The common law states that a hotel is "A place where all who conduct themselves properly, and who, being able and ready to pay for their entertainment, are received, if there by accommodation for them, and who without any stipulated engagement as to the duration of their stay or as to the rate of compensation, are while there, supplied at a reasonable cost with their meals, lodging, and such services and attention as are necessarily incident to the use of the house as a temporary home.

A definition of the hotel as a business entity worthy of study was presented by hotel operators during the consideration of the hotel business to authorities of the National Recovery Administration, in 1933. This definition, as formulated by Stuart McNamara, was :

Primarily and fundamentally a hotel is an establishment which supplies board and lodging, not engaged in interstate commerce, or in any inter-estate commerce, competitive with or affecting, interstate commerce (or so related thereto that the regulation of the one involves the control of the other), but is a quasi-domestic institution retaining from its ancient origin certain traditional, and acquiring, in its modern development, certain statutory rights and obligations to the public, where all persons, not disqualified by condition or conduct, prepared to pay for their accommodation, are to be received and furnished with a room or place to sleep or occupy if such accommodations are available, and with such services and attention as are incident to their use of the hotel as a home, and/or with food, at stipulated prices, and with or without contract as to

duration of visit, and which conducts, within the confines of its physical location, this business of supplying personal services of individuals for profit. Incidental to such fundamental and principal business, the hotel may furnish quarters and facilities for the assemblage of people for social, business or entertainment purposes, and many engage in renting portions of its premises for shops and business whose contiguity is deemed appropriate to an hotel.

## **Types of Hotels**

The concept and the format of hotels has changed a great deal over the years. There are different types of hotels ranging from international hotels to resort hotels catering to the increasing and diversified demand of the clients. The size, the facade, architectural features and the facilities and amenities provided differ from one establishment to another. In addition, the landscape in a particular destination area also greatly influences the architectural features of a hotel. The following are the main types of hotels:

- International Hotels
- Commercial Hotels
- Residential Hotels
- Resort Hotels
- Floating Hotels
- Palace Hotels

- Capsule Hotels

**International Hotels :** International hotels are the modern western style hotels located in almost all metropolitan and other large cities as well as, principal tourist centres. These hotels are luxury hotels and are classified on the basis of an internationally accepted system of classification. The hotels are placed in various star categories. There are five such categories ranging from 5 star to 1 star depending upon the facilities and services provided. These hotels provide in addition to accommodation all the other facilities which make the stay a very comfortable the interesting experience. Various facilities provided include well appointed reception and information counter, banquet halls, conference facilities etc. There are also a number of shops, travel agency, money changing and safe deposit facilities. Restaurant facilities bars and banqueting are an integral part of the business of a hotel. The various services provided in these hotels include international and local cuisine, food and beverage service and specially restaurant service. These hotels also provide entertainment for the guests in the form of various dance and music programmes, sports and games.

A number of these hotels belong to the luxury category. There are some international chains which own a large number of such luxury hotels. Hotels belonging to international chains are mostly owned by public companies and controlled by a Board of Directors. These hotels have various departments which are managed by persons qualified and

experienced in the field of hoteliering. The chief of the hotel designated as General Manager is responsible for the overall management and operation of the hotel through his departmental heads. International hotels are suitable for metropolitan cities and for other large business and commercial towns and principal tourist centres. The potential of these hotels is therefore limited to these areas. A number of this type of hotels have conference/convention facilities and are suitable for holding meetings, conventions and conferences.

**Resort Hotels:** Resort hotels cater to the needs of the holiday-maker, the tourist and those who by reasons of health desire a change of atmosphere. Resort hotels are located near sea, mountain and other areas abounding in natural beauty. Rest, relaxation and entertainment are the key factors around which resort are built. The primary motive of a person visiting resort hotels is rest and relaxation which he is looking for away from his routine busy work life. The resort hotels in order to provide special services to the visitors, are built with a view to give a visitor special welcome and an atmosphere of informality. The type of services and amenities located in resort property include recreation facilities such as swimming pool, golf course, tennis courts, skiing, boating, surf riding and other various indoor sports. Other important amenities include coffee shops, restaurants, conference rooms, lounge, shopping arcade and entertainment. Emphasis on resort hotels, however, is on recreational facilities. The clientele of resort hotels is mostly persons with

considerable income looking for relaxation and recreation. Resort hotels rarely attract commercial patronage.

Resorts can be of various types and can be classified on the basis of climate and also topography. Broadly they fall in the following categories : (i) summer resorts (ii) Winter resorts (iii) Hill resorts (iv) All season resorts and (v) Health resorts.

A majority of the resort hotels are seasonal establishments which work to capacity during the high tourist season. Generally the high tourist season is the period when there are holidays at educational institutions. However, in recent years many of the resort hotels with a view to extend the season provide certain special facilities and other various concessions to the guests. The concessions provided include reduced tariffs, free entertainment, sightseeing, gifts, etc.

**Commercial Hotels:** The commercial hotels direct their appeal primarily to the individual traveller as compared to international or resort hotel where the focus is on group travel. Most of the commercial hotels receive the guests who are on business although some have permanent guests. As the hotel caters primarily to people who are visiting a place for commerce or business, these are located in important commercial industrial centres of large towns and cities. These hotels are generally run by the owners and their success depends on their efficient running and the comfort and facilities they provide. In some of the large industrial towns, fully licensed commercial hotels exist complete with restaurants, grill

room, functional accommodation and a garage for those travelling by automobile.

**Residential Hotels:** these hotels can be described as apartment house complete with hotel services. These are often referred to as apartment hotels. The tariff of rooms in these hotels is charged on monthly, half yearly or yearly basis and is charged for either furnished or unfurnished accommodation. These hotels which are located mostly in big cities where no meals are provided to the guests. These hotels were developed in the USA where people discovered that permanent living in hotels offers many advantages. Services and amenities provided in these hotels are comparable to those of an average well regulated home.

**Floating Hotels:** As the name suggests, these hotels are located on the surface of the water. It may be on sea water or on a lake. All the facilities and services of a hotel are provided in these hotels. These hotels are very popular in many countries. In many countries old luxury ships have been converted into floating hotels and are very popular among tourists. The atmosphere they provide is exclusive and exotic. In India, floating hotels in the form of house boats are very popular with tourists.

**Capsule Hotels:** Capsule hotel is the newest innovation in the budget hotel market. The capsule is a box made of glass reinforced plastic or cement, open either at one side or one end, in which are concentrated some of the functions of a traditional hotel room bed, a clock, radio, colour TV, flexible lighting a box for valuables and a miniature table for

writing. Rooms in a capsule hotel generally are lined up in double decker fashion along a central aisle as in a sleeping compartment of a train. Toilets and washrooms, vending machine room and lounge are close by on each floor, of the hotel. The functions of each capsule are controlled and monitored by a central computer system and the security is controlled by close circuit TV cameras. The hotels cater mainly to business travellers. The low tariff and vintage locations are the major factors for their popularity.

Main Hotels of U.P. Tourism Development Corporation are as follows:

<b>S.No.</b>	<b>Name of Hotel</b>	<b>Star Grade</b>
1.	Welcome Group Mughal Shereton, Agra	5D
2.	Taj View Agra	5
3.	Clarks Shiraj, Agra	5
4.	Agra Ashok, Agra	5
5.	Hotel Clarks Awadh, Lucknow	5
6.	Hotel Clarks, Varanasi	5
7.	Hotel Taj Ganges, Varanasi	5D
8.	Hotel Taj Lucknow	5D
9.	J.P. Hotel Agra	5D
10.	Hotel Meghdoot Kanpur	4
11.	Hotel Ashok, Varanasi	4
12.	Hotel Hindustan International, Varanasi	4

13.	Hotel Mumtaz Agra	4
14.	Hotel Amar, Agra	4
15.	Hotel Grand, Agra	4
16.	Hotel Caltorn, Lucknow	4
17.	Hotel Narula, Noida	4
18.	Hotel Atithi, Tourist Complex, Aligarh	4
19.	Hotel Pallavi International, Varanasi	4
20.	Hotel D-Paris, Varanasi	4
21.	Hotel Gomati, Lucknow	4
22.	Hotel Jaipal, Agra	2
23.	Hotel Ruby, Aligarh	2
24.	Hotel Harsh, Allahabad	2
25.	Hotel Presidency, Allahabad	2
26.	Hotel Allahabad Regency, Allahabad	2
27.	Hotel Maya, Balrampur	2
28.	Hotel Babina, Gorakhpur	2
29.	Hotel Maharaja, Moradabad	2
30.	Hotel Madipur, Rampur	2
31.	Hotel Diomond, Bhelupura, Varanasi	2
32.	Hotel Malti, Varanasi	2
33.	Hotel Pradeep, Varanasi	2
34.	Hotel Tamilnadu, Saharanpur	1

Besides above there are many other hotels under U.P. Tourism Development Corporation. Citywise number of hotels in U.P. are as follows:

<b>S.No.</b>	<b>Name of City</b>	<b>Total No. of Hotels</b>
1.	Lucknow	150
2.	Raibareilly	08
3.	Sitapur	12
4.	Lakhimpuri	30
5.	Unnao	12
6.	Hardoi	09
7.	Agra	217
8.	Aligarh	19
9.	Etah	09
10.	Firozabad	10
11.	Mainpuri	03
12.	Mathura	74
13.	Faizabad	24
14.	Sultanpur	10
15.	Ambedkar Nagar	05
16.	Barabanki	13
17.	Behraich	16
18.	Shravasti	04
19.	Gonda	09

20.	Balrampur	11
21.	Bareilly	58
22.	Shahjahanpur	14
23.	Piliphit	06
24.	Budaun	10
25.	Basti	10
26.	Siddharth Nagar	08
27.	Mirzapur	19
28.	Sonebhadra	07
29.	Varanasi	254
30.	Ghazipur	06
31.	Bhadohi (Sant Ravidas Nagar)	05
32.	Azamgarh	22
33.	Mau	08
34.	Jaunpur	07
35.	Meerut	39
36.	Ghaziabad	35
37.	Gautambudh Nagar	24
38.	Bulandshahar	18
39.	Saharanpur	26
40.	Muzzaffarnagar	06
41.	Gorakhpur	43
42.	Deoria	09

43.	Kushinagar	06
44.	Maharajganj	08
45.	Kanpur Nagar	65
46.	Moradabad	34
47.	Rampur	13
48.	Bijnor	12
49.	Chitrakoot	13
50.	Chandauli	09
51.	Jyotibaphule Nagar	10
52.	Hathras	05
53.	Jhansi	36
54.	Farrukhabad	10
55.	Kannauj	05
56.	Allahabad	72
57.	Sant Kabir Nagar	02
58.	Ballia	14
59.	Pratapgarh	06
60.	Fatehpur	16
61.	Lalitpur	13
62.	Banda	13
63.	Hamirpur	03
64.	Jalaun	10
65.	Amethi	04

66.	Kanpur (Dehat)	03
67.	Etawah	06
68.	Auraiya	04
69.	Mahoba	07

### **Supplementary Accommodation**

Supplementary accommodation consists of various types of accommodation other than the conventional hotel type. Although hotels have been and still are the principal form of accommodation, there has been a growth and development of some other forms of accommodation over the years in various parts of the world. Supplementary accommodation can be classified on the basis of its location, type of construction, type of management etc. A study of various forms of supplementary accommodation indicates that their diversity is a reflection of the specific nature of each one and their names simply indicate various ways in which one and the same function can be fulfilled or a need can be satisfied.

Supplementary accommodation may be described as the premises which offer accommodation but not the services of a hotel. Services provided in supplementary accommodation units is minimal and not comprehensive as in the case of hotel establishments.

All the establishments under the heading of supplementary accommodation are designed to offer accommodation in the broad sense of the term, namely the possibility of stay overnight and meals in return

for cash payment per day and on the basis of services provided. In supplementary accommodation the standard of comforts is modest compared to that of a hotel. On the other hand, however, there are certain inherent advantages in this type of accommodation. The biggest advantage is that of price. The supplementary accommodation as compared to the conventional type of accommodation is moderately priced. In addition, the atmosphere in the accommodation is informal and there is more freedom with regard to dress, etc. There is also more emphasis on entertainment and sports resulting in increased social contact among the guests.

Supplementary accommodation plays a very important role in the total available tourist accommodation in a country. This type of accommodation can cater to both international as well as domestic tourist traffic. In fact, in some countries more tourists utilise this type of accommodation than hotels. The following are some of the principal forms of supplementary accommodation: (i) Motel (ii) Youth Hostel (iii) Camping Sites (iv) Pension, (v) Bed and Breakfast Establishments and (vi) Tourist Holiday villages.

**Motel :** The concept of motel and motel hotel originated in the United States of America. Motel was meant for local motorists and foreign tourists travelling by road. Primarily designed to serve the needs of motorists, motels, almost exclusively meet the demand for transit accommodation. They serve the functions of a transit hotel except that

they are geared to accommodate motor travelling guests for overnight stay.

The important services provided by motels include parking, garage facilities, accommodation, restaurant facilities, public catering and recreational facilities. With a view to provide the above services to the motorists, all the motels are equipped with filling stations, repair services, accessories, garages, parking space, elevator service to the automobile entrance, restaurants, etc. There are also equipment and tools available which the guest can use himself if he wishes to repair his vehicle. The price charged for accommodation and meals/refreshments is much cheaper as compared to that in hotels.

Motels are mostly located outside the city limits in the countryside along with the main highway and preferably at an important road junction. Since these establishments cater mainly for persons travelling by road, their development is linked with the development of new motorways along with these are necessarily located. Motels are of different types. Some motels provide just the minimum services while others are well furnished with comfortable accommodation and excellent facilities. The accommodation provided in a motel is of a chalet type, which is furnished, having dining hall and a fixed menu. Shopping facilities for travelling public are also provided for in a motel.

**Youth Hostels:** The movement which spread rapidly all over the world was based on the educational principles emphasising the need of youth

from large cities to travel on foot throughout the country. In order to provide some sort of accommodation and services the dormitories in the inns were equipped with cots, mattresses, sheets and blankets. Large rooms in inns were used as dining and living places providing full board at low cost to the guests. There was also provision of additional kitchen where travellers could themselves prepare their own meals. Since the movement was started with a view to encouraging youth to travel in order to learn and know more about the country and also to socialise, it had an educational value. As such, no service was provided in the inn. The persons staying in the inn were themselves required to look after the inn. Subsequently, exclusive youth hostel buildings were constructed to accommodate young travellers.

Youth hostel can be defined as a building which offers clean, moderate and inexpensive shelter to young people exploring their own country or other countries and travelling independently or in groups on holiday or for educational purpose. It is a place where young people of different social backgrounds and nationalities meet and come to know each other. The objective of youth hostel, therefore, is not merely to provide accommodation and board, but also to serve as centres which offer an opportunity to young people coming from different parts of the country as also young travellers from abroad to know and understand each other. It is a place of friendship, recreation and out of school and college education.

The youth hostels are equipped to accommodate young men and women who travel on foot, by bicycle or other means of locomotion and who, at very little cost, are provided with a place to sleep, eat or to make their own meal. The services provided include accommodation, meals and also recreation. The charges for these services are very modest. The hostels are also equipped to enable the users to prepare their own meals if they so desire, the accommodation provided in the hostels is for a limited number of days.

In most of the countries, youth hostels are developed and managed by non-commercial organisations whose main aim is the development of youth tourism. Since World War II, the number of such hostels has increased greatly. These hostels are now planned to provide comfortable accommodation as also such other services and facilities which are required by youth. Also the number of those using these hostels has grown tremendously. Many hostels receive an increasing number of groups and organise stays for winter sports or sailing.

The construction of youth hostels is based on certain norms laid down from time to time all over the world. International requirements for these include provision of separate dormitories for men and women, appropriate and clean toilets, washrooms for both men and women, a kitchen where hosteliars can prepare their own meals, common rooms, living accommodation for warden and a left luggage room. There is also a provision of a kitchen where warden and staff can prepare meals,

common rooms, living accommodation for warden and a left luggage room. There is also a provision of a kitchen where warden and staff can prepare meals to supply to hoteliers', separate small room for instructors, a dining room and classroom for school parties and a warden's office. Some youth hostels have playgrounds attached for the use of hoteliers'.

### **Classification, Registration and Grading**

Tourist accommodation is an important component of a tourist plant. As an individual product it is intangible, often bought in advance of its use. The tourist at the time of making purchases thus cannot inspect or accept or reject. Accommodation as such, raises some issues in its development and in its marketing, both as an individual product and as a part of a package. It creates a need for reliable and accurate information for both the tourists and the travel agents and therefore, may require supervision and control. An individual operator needs to bring information about his accommodation to the tourist before he sets off on his journey and also when he reaches his destination. Similarly the tourist on the other hand, needs to know in detail what accommodation is available at what price in a particular destination from which he can make a choice about what and where to stay. Schemes of classification, registration and grading of the tourist accommodation are intended to meet these requirements.

The standardisation of methods of classification and in particular

the sub division of hotels into five categories, each identified by a conventional sign (stars) in conformity with the seats of standard appropriate to different climate conditions. The question of classifying supplementary means of accommodation such as tourist bungalows and camps.

### **Registration**

The aim of registration on the other hand is to provide a complete list or register of tourist accommodation within a particular definition. A registration scheme results in an inventory of accommodation which can be kept upto date. In order to be comprehensive, it normally has to have statutory legal authority and is administered by a government authority or a statutory body. Because of the wider range of accommodation used by the tourists, a scheme of registration should normally cover all forms of accommodation used by them.

### **Grading**

Grading separates accommodation into different categories or grades on the basis of judgments such as standards of amenities and service. A grading scheme provides qualitative judgments on the amenities and facilities of a particular accommodation unit in a form which enables the user to choose the quality of accommodation he requires. This may refer to the physical facilities, food and other services of the establishment, various amenities provided, etc. The establishments are graded individually or collectively by way of giving them numbers, letters or symbols.

The schemes of classification, registration and grading in operation in various countries differs. Some countries incorporate only registration, some others classification and some grading. The standards adopted are also different from country to country.

The chief aim of classification is to maintain standardisation of services and security for tourists. By establishing uniform standards of classification, it is easier for all concerned with tourism (tour operators, travel agents, tourist enterprise and tourists themselves) to know exactly what standard of services is offered by each hotel (according to the number of stars) thus leading to more effective uniformity both in statistics and in regulatory and control standards.

The adopted scheme envisages that hotel establishments are to be divided into five categories, symbolised by stars, and based on objective standards. The categories are assigned on the basis of two types of requirements:

- (i) minimum requirements common to all categories, as stated in the classification scheme, concerning health, sanitary, material and staff standards.
- (ii) minimum requirements for each category, expressed as specific conditions for the hotel (as a building) the rooms, additional accommodation facilities and guest service.

The classification scheme is intended as a guide for National

Tourist Administration in their efforts to perfect a classifications system in collaboration with the hotel sector, on the basis of the principles set forth in the scheme.

The classification system is to be adopted in a flexible manner so that any establishment failing to comply with a particular, though not fundamental requirement would not be downgraded provided it complied with all other requirements.

## **Distribution**

In Uttar Pradesh, hotel development is concentrated in small and medium sized hotel constructions. In many cities within the framework of general expansion of the accommodation sector, the increase in hotel accommodation was outstripped by the increase in supplementary means of accommodation, such as camping and caravanning sites, rented rooms, apartments, etc. This type of accommodation has become the main provider of lodging for domestic tourism and has also started to play a very significant role in national tourism. In U.P. the total capacity of hotels and similar establishments increased significantly in several cities of the regions.

In U.P. and the pacific region, several cities are currently enjoying a hotel building boom. In U.P. the cities of the region are undertaking great efforts to develop the accommodation sector. In the middle area hotel construction in the region is mainly concentrated on luxury class hotels intended chiefly to cater to business travellers. In view of the high

profitability, there are many hotel project which are under construction. In the study area accommodation facilities are concentrated in the middle part of the continent.

### **Changing Profile of the Accommodation Sector**

The accommodation sector has undergone substantial changes in recent years. New developments in tourism and transportation, changes in the organisation of travel and technological innovations are some of the factors which are responsible for these changes. In addition, increasing consumer demand among tourists due in turn to the improvement in living standards and economic conditions has also changed the profile of the accommodation sector. All the above factors seem to have influenced the structure of the hotel industry as a whole. The tendency among middle income groups to take holiday at any time of the year has encouraged accommodation operators to offer novel kinds of arrangements which are now available in addition to traditional hotel accommodation.

New types of accommodation, particularly holiday villages suitable for family type tourists, condominiums and apartment houses, private villas and camping facilities have proved very successful and to a certain degree are replacing traditional hotels and boarding houses. These changes reflect changes in demand with new, often younger groups entering the international travel market and also new approaches to the problem of providing facilities in every competitive industry with a

highly seasonal demand.

Some conclusions which emerge from the study are as follows:

- (a) a significant growth in accommodation supply will continue to be contributed by chain operators, including airlines. This expansion will result mainly from the further development of management contracts and franchise agreements.
- (b) there will be a continuing move towards the further diversification of accommodation. The development of budget accommodation, covering budget hotels, and also supplementary means of accommodation, is likely to continue as mass tourism stimulates new demands for competitively priced accommodation;
- (c) rising building and operating costs, growing environment and conservation pressures, as well as the need to keep staffing levels at a minimum, will influence design and construction of accommodation units;
- (d) the standard of accommodation will continue to rise. Demand for recreational and sporting facilities will increase in both business and leisure accommodation.
- (e) advances in technology will both influence the traditional construction methods, for example, more frequent use of prefabricated building techniques, as well as traditional methods of hotel operations.