

## **INSTITUTE OF HOTEL MANAGEMENT CATERING & NUTRITION PUSA, NEW DELHI**

### **HISTORY OF CATERING**

The concept of travel and halting facilities on the way is not an altogether new idea of India. Even in ancient times we find engrossing accounts of travel to far spread regions. There are many religious and historical books where references are for existence of Dharamshalas, Musafirghanas, Sarais (inn) and taverns and hotels in India as early as 16<sup>th</sup> and 17<sup>th</sup> century. India, the ancient land of civilization, culture dance, drama, music and hospitality was visited through the centuries by travelers from many countries.

In the early 18<sup>th</sup> century, there were plenty of taverns in our country with fashionable names like Portuguese George's, Parsee George's Paddy George's Albion Hotel, Victory Hotel and Luxurious Hope Hall. Since time immemorial, the people in India have travelled long distances either for pilgrimage or for business purposes. There were no good hotels in the ancient times, as the needs of travelers for food and accommodation were mostly met by hospitable house-holders which are still in existence in the interior areas of the country. For facilitating travel north, south, east, and west of the country, kings and rulers took the responsibility. They built the Dharamshalas, constructed roads, planted trees alongside road for shed and well and tanks were dug for drinking water. With the advent of the Muslims Sarais were introduced and they overshadowed their counter parts. Improvement in the means of transport and communication resulted in the establishment of inns and taverns in the principal cities in the country.

The British introduced hotels in India mainly for their own use or for foreign visitors. Until some 60/70 years ago barring the TajMahal in Bombay, almost all hotels in India were owned and operated by Britishers and the Swiss families

Western style residential hotels are of comparatively of recent origin in India. The progress made by these hotels in India cannot be underestimated. In spite of the higher initial investment, costlier operating techniques and comparatively lower profit margins and a number of other factors, these hotels have a continuous and steady progress.

The credit for opening the first Western-style hotel under the name of British Hotel in Bombay in 1840 goes to PallonjeePestonjee. He is called as the pioneer of the unsurpassed cuisine and the excellence of beers and wines his name was well known to the people of Bombay.

The twentieth century was a turning point in the history of the hotel industry in India. It is in this century we find the real growth and development of the accommodation industry. Big business owners and new entrepreneurs entered into the field.

Hotel and Catering industry as we know it started in late 19<sup>th</sup> century with the development of the major cities, easier sea travel and the coming of the railways.

In ancient times, travelers were a rarity, but could always rely on a meal whilst passing through. As the centuries passed travelers mostly pilgrims, would be cared for in the temple or monasteries. During the moguls rules, the forts and surrounds would cater to the needs of the traveler often in exchange for no more than the story of their adventures during their travels or any news from other towns or villages. During the after part of the 18<sup>th</sup> century, and the formation by the British of the East India Company, it was apparent that catering requisites on a more formal basis were required, and with the advent of the railways in the everyday life for those who could afford to eat out.

For the ordinary man in the street, kerbside catering was a way of life and for many hundreds of years, the scene of cooking delicacies like pakora and samosa and other spicy titbits was a way of ensuring that anyone with a few paisa's to spare need never go hungry.

Prior to formation of Hotel and Hotel Companies, the 'Club' provided any lodging amenities that were required. Those clubs were restricted unfortunately to Europeans or upper class Indians. However, it did give many Indians the opportunity to work in a Hotel type environment and become skilled in the Kitchens and Restaurants. These skills were often passed down from father to son.

The vast Indian armies too required catering on a different scale, and officers Messes then, as now resembled high class restaurants with usually a very good kitchen attached.

The princely palaces of the many Royal Indian Maharajahs and families were also run on Hotel lines of the present day, at least as far as food and drinks were concerned. Kitchen with India and European chefs were considered normal and the banquets of yesteryear far outshone anything that is provided today even the best of the five star hotels.

India and Indians have long cultured heritage of catering and hospitality. The diversity of the religion dishes and the talent to produce them has long been inherent and it is because of the fruitful history of that Indian, with its numerous Hotels and Restaurants ranks among the world's leading hospitality and tourist venues.

The Hotel Industry has its roots in the past in almost every country in the world. Its history goes back when the necessity and urge to travel, either on foot or by mule, camel, horse led to setting up of places where rest and food for men and beast could be obtained. Inns or Dharamshalas for lodging of guests have been in existence for a long time. Biblical stories recount people staying in Inns. Early hostels were for providing meals and overnight rest. There were monasteries, the palaces to those families, the rest houses, taverns and inns offering hospitality to those who travelled the road. These establishments were placed at convenient resting spots along the road. They provided the traveller with food, drink, bed etc. During the last few years great changes have been made in concept of hotels. Many good enterprises backed by capital and entrepreneurs have expanded the scope of the industry. Today we have many types of hotels. Behind the hard façade of business, there is the romance in hotel industry. Once the exclusive privilege of the wealthy class, the hotel industry has gone into the masses. All over the country, are well planned, attractive decorated and furnished premises in which refreshment of every type and price can be obtained? Wherever people go for [leisure or business, the industry represents itself in different forms- inns, boarding, coffee snack bars, resort, motel, hotel etc. In the past decade there has been an enormous development in this field and new hotels are coming up in all parts of the country.

### **RAILWAYS CATERING**

In the mid nineteenth century, the railway network began in India with an operation that was to grow the length and breadth of the sub-continent with travel made easier. People were transported from one part of the country to the other subsequently requiring food and drink route.

At most of the larger stations catering to the big cities, refreshment rooms were established. The trains would halt for an appropriate length of time so that the passengers could alight and obtain in a simple meal.

Third class passengers, unable to afford the luxury of eating in the refreshment room could avail themselves of the wares from the numerous vendors on the station platform.

Railway companies (and for the most part each region had its own) even went to the extent of setting up hotels attached to the stations so that passengers who were changing from one region from another could spend the night before or after in a relative comfort. The luxury of sleeping cars and restaurant cars were much later development.

At the turn of the century, most of the companies decided that catering was a major part of railway travel and expertise to run efficient catering operations of a mobile variety was not necessarily within the scope of the regional railway bodies.

In the early years of the new country it was decided nationally to contact out the catering requirement to private companies or hotels with a catering background so that the traveller could be more professionally served during the often long and arduous journeys.

### **THE ROLE OF SPENCERS IN RAILWAY CATERING**

The association of Spencer's with Railways began as early as 1910. Spencer's was a company of repute with a very large network all over India. Catering was done on contractual basis. The catering and hotel division of Spencer's was responsible for this operation. They virtually had a monopoly.

Spencer's were catering under their own name to M&SM (Madras & Southern Maratha Railways). Under the name of Brandon's they were catering to the GIPR (Great Indian Peninsula Railways) whose headquarters was in Bombay e.g. Bombay Gujrat ECT.

Under the name Kellner's they catered to BNR (Bengal Nagpur Rail) and also the NWFR (North West Frontier Railway) between Delhi, Amritsar & Lahore.

Even at that time Spencer's had as many as 180 refreshment rooms all over India. The size of the restaurant, the staff and the menu were structured to meet the demands of the people passing through those particular areas.

Even the smallest restaurant has:

1. A Manager
2. A Cook cum Waiter
3. A Cleaner

The biggest refreshment rooms had a bar attached since prohibition was non-existent then still larger facilities even dispensed such items as simple drugs and basic groceries, aerated waters and tobacco. In minor the guard or ticket examiner would take the order from the passengers of First, Second and even Third class passengers and telegraph same to the station ahead, depending on the type of the train. Food, Crockery, Cutlery and Glassware were brought in wicker baskets which would hold for two or three persons. Food for once person was usually pre plated while for two or more person, the food was served in Entrée dishes. Obviously, the size of the basket was quite large, measuring 2 feet by 1 ½ feet. The most interesting part of this operation was that the halting of the trains was adjusted to suit the meal timings. In faster trains, Express and Mails for examples, they had a Dining card a restaurant on wheel fitted with a regular kitchen, a pantry an eating area the cooking fuel was coal. The station refreshment rooms were also strategically located. The Bombay Express departed from Madras at 7.00 stopped at Akronam for breakfast at 9.00 and then to Renigunta for Lunch at 12.30 and on to Ooty for tea at 17.00.

Menus were quite elaborate and reflected British rather than Indian tastes. Breakfasts would include Porridge, Omelette, Toast with preserves and tea or coffee.

Lunch would begin with a soup, and includes fish as well as a chicken or Mutton curry, before concluding with a dessert.

Catering was considered as an amenity provided to the travellers rather than as a business operation. The food served was invariably cheap and wholesome. This was possible because Spencer's were given free supplies of Coal and free freight of all provisions and perishables. Vegetables were supplied to refreshment stalls. District Inspectors were appointed to audit accounts and attend any discrepancies in food services and preparation.

After Independence, Spencer's lost the contract being a foreign company.

### **RAILWAY CATERING TODAY**

The present Railway catering services is managed both departmentally (The Indian Railways) and through Licensed contractors. Catering facilities of thousands travelling by train everyday throughout the country, the turnover is enormous. For the departmental catering alone for the year 1984-85, was more than Rs. 40 crores, and the licences fees from the contractors' in the same year was more than Rs. 80 lakh.

Recently the Indian Tourist Development Corporation (ITDC) has been appointed as consultant for the improvement of railway catering. To this end, a new type of service of meals has been introduced on some major routes.

Similar to airlines catering, the food is cooked in base kitchen (the major stations) and kept in hot cases in the pantry cars. The service has been extended to 30 pairs of trains resulting in a 20% increase in meal sales.

The Railway also owns and operates two railway hotels at Ranchi and Puri.

### **AIRLINE CATERING**

Unlike any other transport system rail or ocean liner-air transport has to carry pre prepared food on board, as there are no facilities available on any airline for cooking or presentation. Most airlines design and plan flight catering establishment/kitchen to meet their own requirements.

As Aviation catering has become more sophisticated with the introduction vast wide bodied jet aircraft with ample space to serve the appetizing hot meals to passengers it has become necessary to employ highly skilled personnel for such establishments.

### **THE HISTORY OF AIRLINES CATERING IN INDIA**

Civil aviation progressed rapidly after the Second World War when large number of surplus DC-3 and C-47 aircrafts was available for disposal. From 1946 private commercial airlines began with subsequent food requirements. Initially, food was provided in boxes, prepacked as the majority of the aircrafts were without the facilities of Inflight catering services. At that time, the international carriers operating through Indian airlines had no flight kitchens, nor were there any public/private flight kitchens, they largely depend on airports restaurants or hotels in nearby cities to cater to their requirements.

This system was continued until the industry was nationalized and was formed into two separate corporations; one for domestic routes and other for international flight (Indian Airlines and Air India).  
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Modernization and expansion of the fleets increased the carrying capacity of the passengers in both the airlines. It was necessary to improve and expand the catering services to provide passengers with a service compatible with most of the airline ticket.

Several flight kitchen have established in Delhi, Bombay, and Calcutta to cope up with the needs of the International carriers. Air India floated a subsidiary company known as HCI (Hotel Corporation Of India) with a view to operate flight kitchens known as chef air and also to accommodate travellers in five star category hotels at major airports (The Centaur Group of Hotels)

Indian airlines has also launched a subsidiary company known as Allied services in order to establish flight kitchen as airports were there are no HCL flight catering establishments.

In Madras plans are currently a foot to introduce a flight kitchen and a hotel in the new domestic airport complex this will be the part of the Allied Services Chain. At present meals are taken from Taj and Welcome groups so that the meals are of a consistently high calibre. In major cities meals are prepared both by public and private.

### **TECHNOLOGICAL DEVELOPMENT**

Most airline meals are deep frozen in +---blast freezers after cooking (which freezes hot food within seconds to prevent the loss of flavour as well as the action of bacteria). The food items, in individual casseroles are stored in freezer units until required. They are transported in portable freezers or in Dry Ice to the aircraft. They are then heated as required with the aid of microwave ovens and served as required.

### **OBEROI HOTELS –THE STORY OF M.S.OBEROI**

Mohan Singh Oberoi, Chairman and founder of Oberoi Hotels was born in August 1900 in Bhaun, a small village in what is now Pakistan. The story of Mr. Oberoi's raise to his present position is inseparably intertwined with the story of the development of Oberoi hotels, now the largest complex of luxury hotels in the East. He rose from clerk to magnate.

His first job was in a shoe factory, but the factory closed down immediately after he joined. With his new bride, the daughter of a railway clerk, Mr. Oberoi first become involved in the hotel business in 1922 after a plague broke out in his native village of Bhaun.

Soon after his marriage in 1922, he arrived penniless in Shimla, and found a job as a front office clerk in the Cecil Hotel at a salary of Rs. 40 per month. Some years later he moved to Clarke's hotel (also in Shimla) and gained experience in all aspects of hotel operations. In 1934, he bought Clarke's hotel by mortgaging all his assets and selling his wife's jewelry.

In the early 1930's a cholera epidemic struck Calcutta and the Grand Hotel, the largest in the city was forced to close. The start of military operation in South-East Asia in the World War Second changed the ill fate of the hotel, as thousands of American and British troops in transit had to be quartered and the Grand Hotel was in a big way. After the war, when the tourist traffic from abroad began to grow the Grand had by then become, a byword for good service and elegant comfortable living. In 1938 Mr. Oberoi acquired the grand, and converted it into a profitable business venture. The Oberoi Grand remains to this day Calcutta's leading hotel.

In 1941. Mr. Oberoi was awarded the title of RaiBahudur by the Government of India in recognition of social service rendered by him. In 1943 Mr. Oberoi took over the Associated Hotel (AHT) with eight hot in Northern India including the Cecil and Corstorphans in Shimla, Maidens and

Imperial in Delhi, and 4 hotels now in Pakistan. The Oberoi chain grew rapidly with hotels in Gopalpur, Darjeeling, Chandigarh and Srinagar. In 1946, the Oberoi Hotels Pvt.Ltd. was established with a capital of Rs. 5 lakh.

The East India Hotels Calcutta was established in May 26, 1946 with an authorized capital of Rs. 2 crores. In 1956, the East India Hotels Ltd, took over the lease of the Maharaja Hari Singh's Palace in Srinagar (Kashmir) and converted it into a luxury hotel. In thirties the late Maharaja Hari Singh built this palace in Srinagar for his residence. The palace stands on twenty acres of land, three miles from the heart of Srinagar. It faces the Dal-Lake and offers the Mughal Gardens. The Maharaja and his family stayed in this lovely palace until 1947 when civil war broke out and the state of Pakistan came into being. The building remained unused until 1955, when the Oberoi organization stepped in with the plans to convert the empty palace into the hotel. Today the former palace offers to the visitors, the famous Valley of Kashmir and an excellent accommodation. There is a conference room with accommodation for 40 to 60 persons. The public area includes the palace Restaurants, under-world discotheque, the Gold Room.it has two bars-the Herliqueen Bar and the Bar in the Garden.

The year 1962 was a turning point in this history of Oberoi's hotel business. The company entered into a collaboration agreement with Inter-Continental Hotels corporation, New York (a wholly owned subsidiary of pan American world Airways in respect of Oberoi Inter-continental Hotel, New Delhi and secured a foreign exchange loan from the Export Import Bank, Washington D.C., and a long term loan from the Industrial Finance Corporation of India in order to complete the hotel.

The opening of Oberoi Inter- Continental in the capital in August 1965, was the first modern luxury in the Capital. Which marked the first success of joint-hoteliering venture in India. This venture signifies that the Indian Hotel industry had arrived at the threshold of take off stage and this example has been followed by other internationally known organizations in the hotel industry which are entering into the joint market. Eight storied high, it has 350 rooms that seems to be occupied all the time.

A collaboration arrangement with the Sheraton Hotels International, Boston, USA, was finalized in respect of this hotel and the company received Rs.4.35 crores from the united Agency for International Development for the said project. Although the company has operated hotel in India for the last fifty years, it extended its activities to the international field in 1964. The 35 storey Oberoi Towers opened in Bombay in 1973 the tallest building in India Mr. Oberoi's dedication to the industry is evident in the Oberoi School of Hotel Management based in Delhi.

Oberoi are now part of the International chains of Hotel with properties not only in India but also in Australia, Indonesia, Egypt, Iraq, Sri Lanka, Singapore, Zanzibar and Nepal.

Mr. Oberoi was named as 'Man of the World' for 1983 at the annual convention of the International Hotel Association in New York and selected as the outstanding hotelier of the year by the hotel and Restaurants International. Mr. Oberoi pioneered the concept of the chain of quality hotels to encourage the travelers to see and stay longer. This is an idea of importance to a country that had come of age as a tourist destination. The confidence which the Oberoi hotels have given the Indian travel business is today reinforced across the seas, and the 'Oberoi' is an internationally honoured name.

### **THE TAJ GROUP OF HOTEL**

The Taj Group of Hotels is the largest chain in India with several Hotels abroad also. The parent Hotel- the TajMahal Hotel, Bombay is rated among the 10 best hotels in the world.

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The founder of the House of Tatas, Mr. Mamsheti Nu Serwanji Tata, in 1897 formed the Indian Hotels Company and built the exquisitely beautiful TajMahal Hotel in Bombay. The doors opened in 1903 and has been a land mark by the gateway of India ever since.

In 1971 The Lake Palace at Udaipur and the Ramabagh Palace in Jaipur were linked to the Taj and a chain was born.

In 1974, a new company was floated, which created the tajcoromandel in Madras. In the same year the chain broadened with the fort Aguada Beach Resort in Goa.

In 1976, the Fisherman's cove was built -30 minutes' drive from Madras on the Bay of Bengal with a private beach.

In the same year the Taj Group opened the Taj Flight Kitchen in Bombay, catering to both domestic and international flights.

In 1978, the glittering TajMahal Hotel was opened in Delhi and this was followed two years later in Varanasi – The Taj Ganges.

The 1980, was to see the rapid expansion of the group – the Gigantic the Connemara Hotel, Madras; the west End in Bangalore; the Savoy Hotel at Ooty; the Raj Mahal Palace at Jaipur and the Taj View hotel in Agra.

Taj has being operating in the USA, the UK, the Maldives, Oman and Srilanka and continues to expand.

### **BEGINNING OF TAJ GROUP OF HOTELS**

In 1903 there was a significant event in hotel business. The Indian Hotel Company, Bombay was incorporated on 1<sup>st</sup> April, 1902 with an authorized capital of Rs.30 lakhs. Mr. Jamsethji Tata opened the TajMahal Hotel in Bombay. The idea was born as long ago as 1888, because of a friend's disparaging remark that Bombay could not boast of a single decent hotel.

Jamsethji Tata searched the capitals of Europe and brought the best. As far back as 1888, he made sure the Taj would have its own laundry, aerated water bottling plant electroplating for its silverware, a mora silver burnishing machine, crockery washing plant and elevators.

The hotel was completed at a cost of \$5, 00,000 in 1904, but Tata did not live to preside at the opening ceremony. In its 75 years since then, the old gracious building has accommodated some of the best known persons in modern history.

Fronting the Bombay harbor and over-looking the gate-way of india, it was until recently the largest hotel in the east. It is rated among the 'TOP TEN' hotels in the world by the Fortune Magazine. A new addition has also been made by adding a new hotel named as TajMahal Intercontinental.

India's great industrialist, Jamsetji Tata, felt that it was essential foe advancement of Bombay city in particular and India in general, that it should have an up-to-date to provide facilities and comforts to visitors from all parts of the world. He knew that the hotel would have to be maintained for year as a losing concern, but the spirit of patriotism and consciousness of duty to the country demanded that he should not count the cost of providing what he regarded as a pre-requisite for the future growth of the country and development of her commerce as well as cultural relations and co-operation with the advance countries of the world. Accordingly, foundation was laid in 1898 and construction of the building completed in 1903.

Today there are many hotels in the chain including the President Hotel, The Fort Aguada Beach Resort, The Lake Palace (Udaipur). The Rambagh Palace, The Taj Coromandel, The Fisherman's Cove, The Pandyan Hotel, The TajMahal (Delhi) and the Taj Palace, New Delhi.

Others:-

In 1903 Spencer Hotel, Calcutta was started with capital of Rs. 3 lakh. In 1912 Spencer's entered into the hotel industry by purchasing Connemara Hotel and opened at Bangalore the West End Hotel and Malabar Hotel at Cochin and Mascot Hotel at Trivandrum, they also purchased the Blue Mountain Hotel at Kotagiri in 1942 and Savory Hotel at Ooctacamund in 1943. There were also some of the famous Indian style hotels in South. There are modern and luxurious hotels also. We find the remarkable varieties of excellent vegetarian food. Among these Aehaka in Bangalore Dasaprakas, Geetha, Ajanta and New Woodland in Madras and Hotel Aehaka in Bangalore are well known.

In 1923, the Grand Hotel Bombay (64 rooms) was opened followed by several others including the Majestic, Ritz, Ambassador, Airlines, Sun-Sand, Waldrof, Sea Green and Sea Face. In the first and second decade of the twentieth century, western style restaurants were also opened in Bombay through the pioneering efforts of Mongini Bros, and FeliceCornagia. Now we have the Falettis, The Falettis, and the Firpo's, the Gaylord's and the Kwality groups and the Volga groups as the most popular institutions.

#### **Associated Hotels of India Ltd, East India Hotels Ltd. And Oberoi Hotels**

In the North we had splendid chain of first class hotel. Most of these hotels were established by the Associated Hotels of India Ltd, which is closely associated with the name of great pioneer of the hotel industry Mr. John Feletti. The Hertz family also rendered memorable service in establishment of Cecil Hotel in Shimla, Wild Flower Hall in Mashobra and Laurie's at Agra.

#### **U.P. HOTELS & RESTAURANTS LTD.** (CLARKS GROUP OF HOTELS)

U.P. Hotel and Restaurant Ltd., was established on 13<sup>th</sup> February 1961. It obtained the certificate from registrar of companies, Uttar Pradesh and started its operation on 15<sup>th</sup> may. 1961 it was initially used for Clarks hotel Varanasi. The hotels established are of international standards providing excellent amenities, lavish hospitality, prompt service and delicious food. It has also entered into technical collaboration agreement with one of biggest-hotel chains of the world-Ramada international incorporation USA, New Clarks groups of hotel will be the part of the Ramada worldwide net work.

Clarks Hotel Varanasi was establishment about 100 years ago in the eighties of nineteenth century. In 1948 it was acquired by the present owner. Though the hotel is an old establishment but it went through successive renovations and expansion from time to time Clarks Varanasi was modelled into a veritable "home away home"

#### **THE CONCEPT OF PALACE HOTELS**

The Indian hotel industry explored all the aspects for its quick and efficient development. A concept of holidays like the chateau tours in Europe. The magnificent Palaces hotels former residence of maharajas now metamorphosed into luxury hotels-have come up all over the country, with the privy purses gone and the title shown Indian princes many of whom have no other source of income and

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who have large and stylish palace are moving into hotel industry to make ends meet. Their palaces stand by themselves as monuments. They survive from ancient time and they exist now in grandeur.

Kashmir was the first state in India to convert its maharaja's palace into hotel. Maharaj of Jaipur was next one to convert his Ram Bagh Palace into hotel. The Maharaj of Udaipur was the next one to convert his Ram Bagh Palace into a hotel. The Maharaja of Udaipur was the third one to do so. In Rajasthan the Jodhpur palace (now owned by Oberoi), the Jaisalmer palace and Bikaner palace are also converted into hotels. Palaces there are great attraction by themselves. The tourist can get opportunity to stay in these palaces and enjoy like maharajas. We can lure tourist to spend longer period in India.

The five star hotels in India were added with the conversion of several ex-palaces into hotels following the forfeiture of privy purses and the eventual inability of the Maharajas to maintain their royal residences. There is for instance the lake palace at Udaipur rising sheerly out of the waters of the Pichola lake, originally created for the whims of an 18<sup>th</sup> century Maharana of Udaipur the palaces is now owned by the Tatas who have converted it into 85 air-conditioned rooms and suites.

### **AIR INDIA: HOTELS CORPORATION OF INDIA**

The airlines generate a very high position of traffic which gives the hotel the livelihood. With the increasing dominance of both the tourist and business travel markets by the airline the intrusion of air India into hotel industry is perfectly logical and new direction to the Indian hotel industry.

The baby of the chain HCI group (Hotel Corporation of India) opened the Centaur hotel at Bombay airport in 1974. In addition, there are two beach resorts operating in collaboration with the TCI-the Centaur Beach Resort at Port Blair, Andaman and the Centaur Beach Resort at Bangaram.

### **ITC GROUPS OF HOTELS: FROM TOBACCO TO TOURISM**

The ITC is the fastest growing group of hotels in India. It has two types of Hotels-Welcome Hotel and Indovilles Hotel. All hotels has a separate personality of its own. The names, Chola, Mughal, Maurya, etc. Are chosen from famous dynasties from different periods of history. In addition .ITC is trying to give touches of famous periods of Indian history to its hotel by naming important areas from history. For example, the Banquet Hall in Hotel Mughlai is called Dewan-e-Khas, the conference hall as Majlis.

The Indian Tobacco Company entered the hotel industry in 1957 with the opening of the Chola in Madras. Its hotels have been inspired in every case by the Indian History. The Chola is named after a line of kings known for their patronage of art and culture and as prolific builders and generous hosts; the Mughal in Agra (1976) is inspired by the red sand stone design of Fatehpur Sikri, Emperor Akbar's perfect city; the Maurya in Delhi (1977) is inspired by the famous of the seven tiered Buddhist Stupa architecture. ITC did not have very far for inspiration to decide on the ethos of the Welcomgroup Chain. The Chain Brand name the "WELCOMGROUP" Chain. The Chain Brand Name "Welcomgroup", its symbol of the Indian Namaste greeting and welcoming with the humanity of folded hands and the Motto "we enjoy people " synthesis the proverbially famous Indian hospitality and dedication to satisfy the guest through "service" as the life spring of the Hotel business.

A prerequisite to developing the Welcomgroup Chain has been the ITC hotels Division strategy of firstly: Developing people and secondary developing people and secondary: developing know how expertise and Hotel Technology to be able to offer and market services. In this pursuit the ITC hotels Division has developed one of the largest and certainly, the most outstanding group of some of the most competent Hoteliers in India between those that have joined the ITC and those that have been trained and developed in house. The level of competence that have been trained and developed in house. The levels of competence that have been built up enable marketing of services such as 1) Preparation of project reports and financial

programmes 2) planning technical and project services 3) operating service 4) within India a marketing and reservation service

Welcomgroup is now rapidly being recognised as the most versatile widest and quality wise the best show places. Indian hotels chain both in our own country and overseas, as a result of the variety it offers, the value it provides specially the foreigners in furtherance of its claim of "giving Indian to the foreign traveler better. Than anyone else the unforgettable and memorable total Indian experience they enjoy ". The welcomgroup's unique features are: firstly it's increasing wider coverage of India. Secondly the wide product mix of palaces hotels-resorts-indocile, thirdly an especially exciting sub-chain for foreigners of a growing number of palaces. Fourthly sub-packages in depth of places of interest around a central location such as Agra. Fifthly encouragement to domestic tourism which will expand with the development of innovated quality indovilles.

The ITC and the travel corporation of India hotels and resorts (private) ltd have signed an agreement to augment the Welcomgroup chain by working to accelerate the rate of growth of foreign traffic coming to india.

The objectives of the Welcomgroup for promoting tourism are: firstly to enhance the number of attractions in India for foreigners to attract larger traffic. Secondly: to have as great a dispersal around Indian as possible so that the economic advantages of tourism are more evenly distributed throughout India. Thirdly: to have balanced inputs between the short term profit (such as concentration in Delhi and Bombay may temporarily provide) and investment in the future for the expansion of India's tourism as a whole.

### HOLIDAY INNS

In india the first holiday inn is situated at juju beach Bombay a part of 1500 hotel chain that spans the world from USA through Europe , the Mediterranean , middle east , Africa , Asia and the middle-east to Australia. Opened under the franchise from holiday inns incorporated USA, the seven storeyed 22 million rupee worth hotel is the venture of the eastern international hotels ltd.

In collaboration with the holiday inn that incorporated USA, the north India hotels private ltd. started a five star luxury hotel at Agra. It was inaugurated in April, 1975. For the holiday inn is not a hotel, an impersonal mechanical stop over, but a place which delivers the same hospitality and friendliness found so much in one's home plus a relaxed ambience seldom encountered in other hotels.

### New Companies

Many new companies are entering into the hotel field. The Hyatt regency Delhi owned by the Asian hotels ltd. is a consortium company promoted by a group of non-resident Indian nationals, along with their associates. The hotel is situated at cama palace New Delhi in the vicinity of Delhi's exclusive residential and commercial complexes, at a distance of seven kilometres both from the international airport and the city Centre, two kms from the diplomatic enclave and within an easy reach of major tourist attractions. It has been architecturally inspired by the golden gupta period but presented in a modern idiom. The Asian hotels have entered into an agreement for sale and marketing with Hyatt, the world famous hoteliers having 109 excellent hotels all over the world.

The holiday inn, an enterprise of bharat hotels ltd promoted by Delhi automobiles pvt. Ltd. promoted by Delhi automobiles pvt. Ltd. is another deluxe hotel. Adjoining a 540 room five star super deluxe hotel, it is the country's largest shopping cum-office complex. Hotel Sofitel surya, India's only marble clad hotel is close to the business and industrial complex at nehru place and Okla, and set amidst Delhi's exclusive residential colonies. along 245 guest rooms and 9 restaurants, bar and

banquet halls, the hotel also provides a business centre that includes readymade office rooms offering integrated secretarial services.

### **ENTRY OF PUBLIC SECTOR INTO HOTEL INDUSTRY-ITDC**

In the past construction of hotels has been primarily in the hands of the private sector. No attention was paid by the state for the construction and development of hotels in India.

India Tourism Development Corporation Amalgamation Order, 1966. The new corporation ITDC commenced functioning with effect from 1<sup>st</sup> October, 1966. ITDC was entrusted the task of building suitable accommodation for tourists could not make much progress especially in this field for the first three years. Receiving the report regarding progress made in 1966-67, it was pointed out by the chairmen of the corporation “The year 1966-67 appears, in retrospect as the year of organisational changes and adjustments. If the govt. Had originally decided to set up one co-operation instead of setting up 3 corporations , loss of much valuable time & wastage of resources both human and monetary could have been avoided

Hotel industry in India is making a remarkable in both the sectors-public and private. It is interesting to note that acc. To a study conducted by the stand ford research institute of California, 35% of the American tourists considered the hotels in India as excellent as average and as poor . The hotels have shown distinct improvement in operating techniques, catering and service visitor’s facilities and amenities have been increased. Deluxe hotels in India have attained very high degree of efficiency and offer the higher international standards in catering services. Mechanical accounting system has been introduced in hotels and the leading hotels are on the threshold of computerization.

### **Role of Catering Industry in the Travel & Tourism Industry**

It has been rightly said – ‘**No Hotel No Tourism**’ Hotel Industry is an essential part of tourism. The expansion of Tourism will inevitably bring about the development of the hotel Industry. Hotel Industry is so closely linked with the tourism Industry that it is responsible for about 50% of the foreign exchange earnings from tourism. Thus hotels have major contribution to make towards tourist trade and enterprise. The rising volume of the tourist influx brought into light the shortage of hotels and also as common wealth games are approaching, lot of new hotels are now being built in Delhi and NCR. It is not enough to have adequate hotel accommodation, it is equally necessary to have hotels at various levels low priced, moderately priced, high priced & luxury. Therefore the big chains have come up with hotels to cater to the needs of lower socioeconomic groups. E.g. Taj with Gateway Hotels & Ginger Hotels, ITC with Fortune property, Merritt with Courtyard.

India faces lot of problems in building the necessary touristic infrastructure which plays a crucial role in accelerating economic development. The state should exert all pervading pressure on the entire economy to make good hotels, transport, power, electricity and all other services needed for the purpose. The building of touristic infrastructure is aimed at extending inter-regional economic ties which promote and accelerate the formation of domestic market.

The hotel and catering Industry is an important sector of the touristic infrastructure of the country. The composite tourism industry including hotel is a part of the expanding international trade in goods and services within which it represents the fastest growing and largest element of what economists call invisible trade and its earnings. Today, tourism including hotels is the second largest industry in the world with a rapid rate of growth is predicted to overtake oil in the coming decade. Tourism is a powerful economic weapon for rapid development of national economy for public good.

Many hotel entrepreneurs are attracted to hotel business because of its vast potential to earn foreign exchange, not just in small denominations of hundreds but in thousands of crores. The hotel Industry is creator of employment avenues. Hotels also have a direct impact on rural development e.g. Cottage industries like furnishing, agro products usage in hotel, handicrafts, artefacts etc. There are many ancillary industries which are affected by construction of hotels like Textile, Machinery, Air-conditioning, construction material, food stuff, breweries, crockery, transport etc. Thus we can say that hotel industry plays a major dynamic role in country's national economy.