



Hospitality Industry– Hotel Business Marketing to E-Business Module B2B– Indian Business Module to Global Distribution

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Abstract: This paper is death with dynamic changes what technology has brought to tourism and hospitality usiness. The changes and benefit what it brought in turn to the business. The changes are differentiated and brought to light.

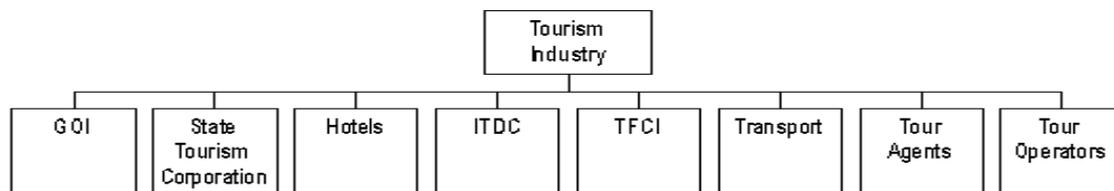
Keywords: Hospitality business, process of distribution channel of hospitality business, types of hotels, marketing channels and E-business transformation, comparison study and process.

I. INTRODUCTION

Tourism is an industry that operates on a massively broad scale: it embraces activities ranging from the smallest sea-side hotel; to air-lines, multi-national hotel chains and major international tour operators. Originally, non-traditional industries such as tourism emerged as a solution to strike a balance between ecology and industry. The tourism industry is now one of the largest sectors earning foreign exchange for the exchequer. In the face of such benefits, many countries have started assigning due weightage to the tourism industry in their national development agenda.

In considering the indian scenario, the below the major players in promotion of the tourism industry in india.

PLAYERS IN THE INDUSTRY



- (a) Government of India (GOI)
- (b) State Tourism corporation (STC)
- (c) Hotels
- (d) Indian Tourism and Development corporation (ITDC) – set up in 1966 to promote tourism
- (e) Tourism Finance Corporation of India(TFCI)
- (f) Transport
- (g) Tour Agents
- (h) Tour operators

Let us see in detail about the Hospitality industry in details as they make a major contribution to the tourism industry.

(c) Hotels:

Our country has a long history in hospitality industry. Long back to first hoteliers in India were perhaps the “pandas” or priests who accommodated their clients in their own houses or in “Dharamshalas” at places of pilgrimage like Haridwar, for in those days most travel was for pilgrimage. In the western world hotels emerged from the taverns – Meeting places of people and businessmen. Taverns name changed to Hotel. Perhaps, the word hotel had more luxury in it than taverns . With this small history let us go into range of accommodations.

- (1) Hotels and Motels
- (2) Supplementary accommodation

(1) Hotels and Motels:-

This category includes all deluxe business hotels, Chain of hotels,tourist hotels, beach resort hotels or mountain resort hotels. There is an immense variety.

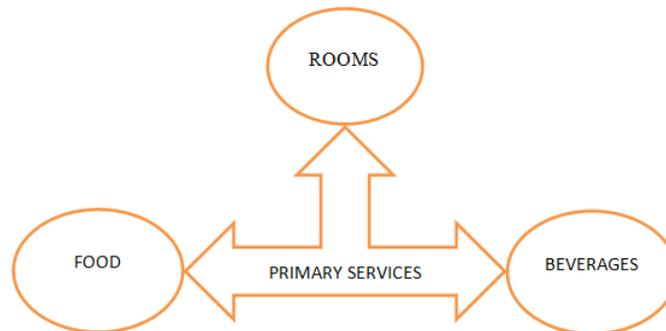
(2) Supplementary accommodation:-

Supplementary accommodation includes tourist Bungalows, Government rest houses, Travellers’ lodges, Forest Huts, youth hostels and Service apartments.

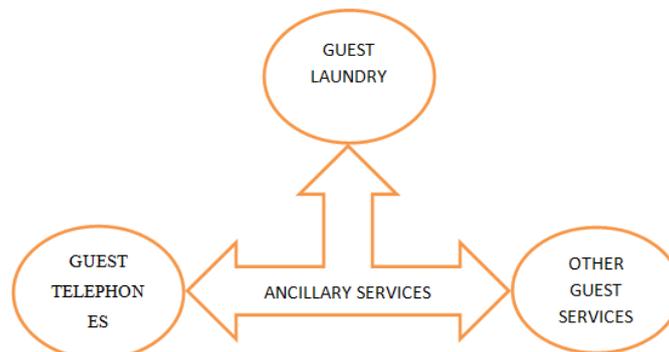
Hotels Operation:-

Hotels operation differs according to the category of hotel it belongs too. Today, The management of hotels is a sophisticated job manned by highly-trained people from hotel and catering business management institution. A hotel has the following departments:

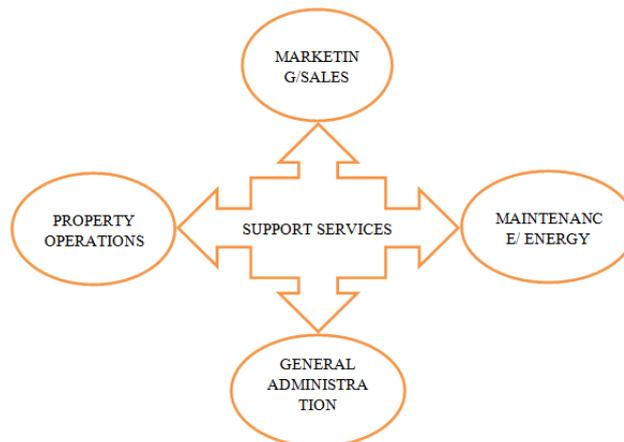
II. PRIMARY SERVICES



Ancillary Services:



Support Services:



Marketing and Sales:

Let us now concentrate on the Marketing and sales team as they are the Key and back bone of the hotel. Unless the occupancy of rooms is not there, there is no business in the hotel. The profits of a hotel depend on good marketing. Basically, it is a process by which customer's needs are met by the management profits.

Marketing should not be confused with sales. Marketing is like planting the seeds and sales are like harvesting the crop.

Marketing consists of the four important stages:

- (i) Research and Analysis.
- (ii) Developing propositions to fulfill the needs of consumers
- (iii) Letting people know through advertising and public relations and other communication channels
- (iiii) Monitoring as to how sale is progressing – and taking corrective action when anything is going wrong

Channel partner and business associate for Hotel business:

1. Corporate / MNC's
2. Government /corporations
3. Travel Management companies / Travel Agent
4. Airlines
5. Universities / Sports organizations
6. Hotel consolidators

(1) Corporate / MNC's:-

The corporate are one of the important channel partners in the hospitality business. The corporate / MNC's has their guest visiting them for business and send their employees for business in and around where the business travel place. The hotels are required for them and hence hotel businesses are supported with it. The hotels started giving corporate rate to the channel partners where the rates are better than the Rack rates what they charge for the other guests. Depending on the volume of business they can generate to hotel, they give special corporate rate by which the hotel can attracts the corporate channel business.

(2) Government / corporations:-

The Government / Government enterprise and corporations form another important channel partners in the hospitality business. The Government / Government enterprise like BHEL, GAIL, NEPC, ISRO etc have their visitors regularly for business and training purpose. The hotel also give special rate like subsidized rates for the corporations / Government enterprises. This also called as Government corporates.

(3) Travel management companies / Travel agent:-

The Travel Management companies / Travel agent form one the major business partners for the hotel who fill 60 percent of the occupancy on day to day basis. They have group booking, corporate bookings, FIT bookings, MICE bookings. The hotels also extend contracted rates based on the volume of business with special incentive discounts for group like every 30 one room free or for every 15 rooms one room free based on the group and volume of business.

(4) Airlines:-

Airlines form another channel partner of business. The crews of the airlines / passengers of the flight for any delay or re-scheduling done. Special corporate rate are given to them with contract. The rates for airlines are generally given on credit and down bottom level.

(5) Universities / Sports Organization:-

Universities / Sports organizations form another channel partner of business. Regular sports activities happen in and around the world. The Government organization and teams travel to play in different countries, even the government organization and non-profitable organization form it and do the program. Thus these events also form one the sport event as business to hospitality business.

(6) Hotel Consolidators:

A hotel consolidator is a business that buys up blocks of hotel rooms in top destinations and then offers the rooms at discounted rates to its customers. Using hotel consolidators is a great tool for finding discounted rooms at hotels, as their entire mission is to buy in bulk and then pass the savings on to their customers. Large hotel consolidator businesses usually offer discounted rooms in nearly every major city and resort destination. Some consolidators, however, only focus on a particular geographic area, so be sure to check around and do some research before selecting a company. Using hotel consolidators, you can save significant amounts of money on hotel rooms. Hotels usually have a published rate for each of their room levels. This rate is often very high and is rarely what the hotel actually charges its customers. That's because these days there are so many ways to get discounted rooms that hotels are actually in a constant bidding war against each other. They know that if they charge too much for a room, their competitor hotels will win their customers. That's why so many hotels are willing to sell room blocks to consolidators, because they know that discounted rooms means more business in the long run and thus a greater profit. Individuals can call hotels and ask for discounts, and this usually works. However, it is rare that customers can wrangle the same deep discounts that consolidators can, and that's because there's strength in numbers. Hotels are willing to offer dramatically reduced room rates to consolidators because they know it will yield a greater number of reservations.

There are a lot of hotel consolidators world wide, let us go with example of GTA – Gulliver travel associate – a Kuoni company

GTA is a world leader in the provision of ground travel products and services to the fully independent travel (FIT) industry. We have been the power behind some of the biggest and best in travel for decades. They trust us to deliver because of our wealth of experience, privileged relationships and on the ground expertise.

We scour the globe to build a portfolio of tens of thousands of accommodation options, tour guide and transfer services, unique experiences, city tours, excursions, attraction tickets and restaurants from more than 45,000 suppliers in 185 countries. These supplier partners profit from dedicated extranets giving them full and flexible control of inventory, rates, yield and reservations.

Renowned for our competitiveness, our global reputation and trustworthiness, our speed and power, reliable technology and booking sites – GTA retail, TravelCube and Travel Bound in North America, as well as GTA wholesale – connect travel wholesalers, retail and online travel agents, tour operators and consolidators worldwide to this vast portfolio of global travel content. We give them greater choice and control over how they market and sell travel product to their customers in 190 countries.

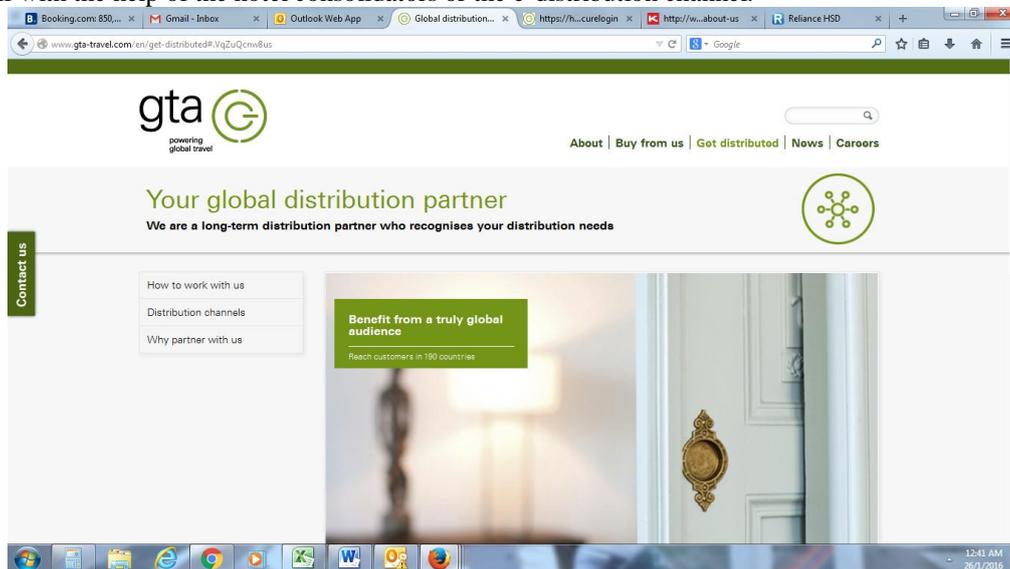
Powering global travel – and providing the best value and service experience while we do – we process over 21,000 bookings, electronically and efficiently, every day and sell 12 million room nights in more than 25 languages online and throughout the world.

The below is short movie link to have more interest of the distribution channel

<http://www.gta-travel.com/en/about#.VqZwisnw8us>

III. CONCLUSION

Thus going thru the hotel distribution channel, the e-commerce has totally changed its way of activities from old days to modern world. The invert of e-commerce has totally changed the distribution channel and marketing of hotel has become totally e-business, reaching the customers directly with less middle man and middle commission people in the middle and quite user friendly to the customers. Today every customer can make his own reservation without help of travel agent or the hotel itself with the help of the hotel consolidators or the e-distribution channel.



Thus e-commerce entry is invited to the change the globe reservation system with the invert of the intranet and other e-distribution channel.

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