

HOSPITALITY PROVISION IN THE TRAVEL AND TOURISM SECTOR

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Introduction

Marriot hotels are one of the recognized hotels that offer services in the hospitality and travel and tourism sector. Marriot Hotels are recognized as public hotels with the headquarters based in Bethesda, Maryland United States (Marriott.com, 2015). Marriot was founded by J Willard Marriot and operates in more than eighty countries with over 4,087 properties. The hotel offers lodging services. The major brands of the hotel are Signature brands, luxury, lifestyle collections, select-service lodging (Marriott.com, 2015), destination entertainment, extended-stay lodging, timeshare, conference centers, and great American parks. Marriot hotel uses the same operation criteria cross the over four thousand branches. They offer accommodation services to travel and tourism hospitality (Marriott.com, 2015).

TASK 1: LO1.

A

The term hospitality industry describes the wellbeing of the different products, facilities and services that are given to tourist in the tourism sector. The scope of the hospitality industry is a combination of several services that consist of food and beverages, accommodation, gaming and related products. The accommodation sector plays the role of providing food and beverages for tourist when they are away from their homes (Kandampully, Mok and Sparks, 2001). The guests in the hospitality sector are different in their age and culture. The guests can be from local areas or international areas. The travel and tourism sector comprises of services such as travel transportations, tour operation, and travel agencies. The food and beverages in hospitality offer restaurants, caterings and fast-food. Entertainment and recreation offer attractions, gaming. Clubs and even parks (Kandampully, Mok and Sparks, 2001).

Hopitality is one of the rapidly developing industry that provides equal employment opportunity for both the male and the female regardless of their background. The hospitality industry has significantly developed as compared to the olden days where there were few providers in the sector. The hospitality sector consists of the broad fields such as the human resources, travel agencies, front office, housekeeping, hotels and lodgings (Kotler, Bowen and Makens, 2006). The hospitality industry has increased the disposable income of different societies. The more the income, the higher the earnings of the people within the society. The hospitality industry is classified into different categories. The first classification is the food and beverages that can further be classified into bars and traveling, franchise, catering., vending, take away and fast food (Kotler, Bowen and Makens, 2006), The classification of five-star hotels



Fig 1. Scope of The Hospitality Industry Retrieved from Kandampully, Mok and Sparks, 2001.

The hospitality Industry plays a significant role in the travel and tourism sector. Hospitality and the tourism industry are co-related and are grouped together because both hospitality and tourism needs one another for the success of the two industries (Kotler, Bowen and Makens, 2006). Marriot Hotel plays a significant role in the tourism sector. The hotels provide different services to the tourists, and it has different branches that mostly serve in the tourism sector. There are several components of tourism such as accommodation, food and beverages, transportation. These components are mainly provided by the hospitality sector (Kotler, Bowen and Makens, 2006).

The hospitality sector is required in the tourism sector to ensure that the customers feel comfortable during their tour periods like offering the food and beverages and accommodation services (Kotler, Bowen and Makens, 2006). Tourism industry provides intangible products to the customers. The services thus have to be of high standards so that the customers are satisfied; the services consist of showing facilities provided, guest greeting, ensuring tidiness of rooms, these are services that are offered by the hospitality sector (Kotler, Bowen and Makens, 2006). Hence, hospitality sector assists tourism sector in meeting the demands of the customers.

The guests have to be guided to their respective rooms as well; the guest cannot just be handed over the keys and expected to search for the rooms by themselves (Silva and Howard, 2006). Guiding the guest to their rooms is categorized as hospitality services and in hospitality the guest must be received in a courteous manner, hospitality requires that we have to be friendly to the guest and helpful so that they may feel at home and comfortable with the services that are offered all thus apply in the tourism sector (Silva and Howard, 2006). Hospitality also plays the role of increasing the number of repetition guest in the tourism sector. The tourist will look at the facilities and also will consider the type of services that are offered to them during their tour period in the country (Silva and Howard, 2006).

If the services offered to them during their tour period are of high standards, then their possibilities of coming back again would be very high. In short, tourism industry cannot operate and satisfy the need of their customers without the services of hospitality (Silva and Howard, 2006). The hospitality industry may also not meet their goals and objectives without tourism activities going on. To this regard hospitality and tourism activities goes hand in hand. The

hospitality industry is also affected by globalization in different ways. Globalization has led to intensified travel demands that has led to higher products and service delivery (Silva and Howard, 2006). This has increased competition in the travel and tourism sector with significant increase in the number of hotels and food beverage providers (Silva and Howard, 2006). Technology has also played a significant role in tourism and sector. Technology has assisted in easy ways of saving money; technology has assisted in coming up with different applications that can allow people to do their bookings online making work to be easy. Hospitality and tourism have also adapted to different tourism sector. This are like vegetation, attitude and different cultures in different areas.

TASK 2. LO2.

A.

Integration is to diversify services within the hospitality sector. Integration in hospitality, travel and tourism gained ground in the 1900's when different hotels and tourist services started to produce their products that saw them reduce the cost of production and increase the revenue of their organizations (Wahab and Cooper, 2001). Integration has assisted the hospitality, travel and tourism businesses to increase their global presence and improve their standards of operations. Integration is used in branding in the hospitality sector (Wahab and Cooper, 2001). The branding technique has significant impact on the success of an organization within the tourism industry. Branding is used to portray the character of an organization, and it is what most customer's user to view different organizations when choosing their tourism destinations (Wahab and Cooper, 2001). Marriot hotel brands their different hospitality services to upscale their services and cater for all the clients who mainly aim for luxurious accommodation. Marriot has top amenities that are meant for people who are on business trips.

Integration has increased globalization within the hospitality industry, travel, and tourism sector. Globalization is the outcome of the collection of expansion. Integration assists organization to experience both internal and external globalization. Internal globalization occurs when employees from different countries within the organization interact to one another (Wahab and Cooper, 2001).

Globalization has resulted to standardization in the hospitality sector. The procedure followed for Marriot Hotel in various branches situated in different countries is almost identical. The services offered in the hotels are also identical across different countries and regions (Wahab and Cooper, 2001). Through spreading the branches of different hospitality and travel and tourism sector, it means that these new branches will be managed by new people who may have different approaches that will be seen to improve the quality of the products and services that are offered by the hotels (Wahab and Cooper, 2001).

The vertical and horizontal integration have varied impacts on the hospitality sector. Vertical integration is where a company tries to expand their operations into areas that are located at different points on same production path(Wahab and Cooper, 2001). Vertical integration has assisted different companies in the hospitality sector to improve their efficiency of operations through decreasing the transportation expenses used by the organization (Wahab and Cooper, 2001). Vertical integration has assisted companies to have control on the market that have seen a barrier to entry in the industries by new companies developed. This has seen competition limited through gaining control over different forms of supplies such as transportation and accommodation. Forward integration is where two companies come together further along

distribution channel (Wahab and Cooper, 2001). This has increased revenue earned in the hospitality sector when different hotels strike deals with different tour operators providing special rooms hence the tour operators can charge a total cost that includes for accommodation and meals (Wahab and Cooper, 2001). Horizontal integration is when an organization tries to implement expansion for their customer base. This where different companies merge at the same stage of the distribution chain. This was evident when Hilton purchased the Walt Disney World resort. Horizontal integration has assisted in improving services that are offered to travel and tourism customers, for instance, different airlines try to collect data from hotels that they merge with to ensure that their flight schedules corresponds to the availability of the hotels (Wahab and Cooper, 2001). Horizontal integration has assisted merging between the travel and tourism industry and the hospitality sector. This has increased profitability for the hospitality and travel and tourism sector. It has made bookings to be easy for the customers since they just make one payment that cater for their accommodations and other services during their travel period (Wahab and Cooper, 2001).

B.

Integration has varied impacts in the hospitality sector. Integration has resulted in economies of scale and market share. If different companies integrate together, the operating cost for both the companies will be reduced. For instance, if a hotel takes over a tour operator company, the investment cost will rise (Silva and Howard, 2006), but the benefits that will be realized due to offering services at different levels will be immediately realized by hotel (Silva and Howard, 2006). The integration in this situation will do away the process through which hotel relies on different tour operators but focus more on increasing quality services offered by the tour operators (Silva and Howard, 2006). The company will have the capability of taking care of different operations. The consumer will benefit if the hotel reduces their packages cost, this is a good strategy for outdoing competitors in the market through increasing the market for the hotel hence maximizing the profitability (Silva and Howard, 2006). Different companies can have the chance of increasing their existing client base through implementing horizontal integration practices. The company can also have the chance of entering into new markets and attract a different customer who may be interested in their services (Callejo-Pérez, 2001).

Integration has also resulted in standardization, in hotel and tourism sector, standardization is possible but it is limited due to the human element. The method that can be used by different organization to answer different telephone calls of the organization can be standardized (Callejo-Pérez, 2001), and the method or criteria that are used for greeting the customers as well can be standardized. This is though limited due to variability issues, since different departments are operated by different personnel's who may have different methods and criteria to deal with different situations (Callejo-Pérez, 2001). Integration has brought about standardization of different services that are offered in different hotels. This has made the services offered by a given hotel to be the same in every country where they operate. This can make the customer choose the hotel in every country that they visit. Thus will improve on revenue earned by the hotel in total summation (Callejo-Pérez, 2001).

Vertical integration has made competition to be limited in different hotels, many companies in the recent have joined markets that are extended beyond their expertise, which have proved to be capital intensive (Callejo-Pérez, 2001). In extending beyond core expertise, they have managed to be companies that provide different services such as the tour operators, airline owners, travel agencies, land-based activities and ground-based transportation providers. This

has led to increasing in employment within the travel and tourism sector. Vertical integration makes the companies employ Business-to-business to extend on their revenue streams. Vertical exposure has exposed the hotel and tourism industry companies to overexposure to key limited markets yet. This increases the revenue earned by these companies (Callejo-Pérez, 2001). Vertical integration has also resulted to the company's high level of competition for the customers' leisure spending resulting from quality services that are offered to the customers (Callejo-Pérez, 2001).

It has resulted in limited geographic and business diversity as compared to some other different global; leisure's companies. Vertical integration has resulted to resort destination susceptibility rising cost, the rising cost in areas such as water, food and energy. This cost has a significant impact on the operation margins in highly cost-centric business models (Callejo-Pérez, 2001). Integration has elevated the level of competition hence the management of different organization within the travel and tourism sector must give a listening ear to what the customers demand and expect from them (Callejo-Pérez, 2001). This has made it challenging for hotels within this given supply chain to face difficult in offering services to the customers due to continuous changes in the needs and wants of the customers (Callejo-Pérez, 2001).

TASK 3 LO3

A.

The new hospitality business that I would come up with will be referred to as DANIEL TOURISM SERVICES. The business will mainly major in accommodation, travel and tourism transportation services. The operations services will initially be launched in the United Kingdom with long term plans of expansion into different countries that have a high number of tourist such as Jamaica. I have chosen United Kingdom because it has good number of tourist and I have better understanding of the operation policy for hospitality business in the country. I also have a better understanding of the wants and needs of the customers within the United Kingdom, this gives me easy time to launch my business knowing what to provide.

Under accommodation, the hotel will be build using hard wood and the structure will be colored in grey so that it can look cool and attractive to the customers. The hard wood will give the hotel a view that makes it friendly to the environment. The hotel will mostly target the middle class and executive business clients who travel from country to country. The hospitality business will offer 3-star hotel services at the initial with an intention of advancing to the levels of a five-star rating. It will be operating on the basis of serve a friend well to come back with a friend who will tell a friend about the services. Accommodation packages offered to the customers in the travel operators for this hospitality business will give the hotel priority with adequately advising the customers on the importance and quality of services and accommodation offered in the hotel.

The travel services will consist of 25 travel vans and three planes for serving the executive business personnel's who will be targeted by the hospitality business. The travel operators will be offering customers with one package or different packages depending on their wants and their needs.

The staff will have 38 employees. The employees must have at least diploma qualification in the different sectors that they would be working in. The employees would be as follows.

Position/Department	No of Employees.	Qualifications.	Salary
Chefs and cooking department	6	<ul style="list-style-type: none"> • Must have certificate from GCSE and must have five years' experience. • Must be degree holder from their filed. 	Between 1900-2800Pounds depending on skills and qualifications.
Front Office	4	<ul style="list-style-type: none"> • Must be diploma holder with five years' experience. • Must have excellent communication and be very clean in their dressing code. 	1900 pounds
Cleaning staff	5	<ul style="list-style-type: none"> • Must have GSCE certificates and must be self-disciplined at all times. 	1500 Pounds
Security agents	5	<ul style="list-style-type: none"> • Must have five years' experience and be working under recognized security agents company. 	1400 pounds
Transportation Department	15 Drivers and 3 pilots	<ul style="list-style-type: none"> • Drivers must have valid driving license and the pilots must have also license that allow them to take flights. • The drivers must have five years' experience and know to speak in English. 	1900 for Drivers and 3000 pounds for pilots.

The management will use the product service concept. The product service concept is the criteria that the hospitality business will use in positioning their products and services in the market regarding the features associated with the product and services (Keinonen and Takala, 2006). The management will first analyze their potential and already existing competitors in the market to analyze their capabilities and the different methods they use to strategies their activities in the market (Keinonen and Takala, 2006). This will assist in knowing what the customers are expecting and willing to purchase in the market. The environment of competition

will be monitored from time to time due to continuous change that occurs in the travel and tourism sector market (Keinonen and Takala, 2006). The management will use democratic style of leadership where the employees will be allowed to take part in decision making process of the organization.

The business will offer accommodation services, food and beverages, transportation services with expected expansion to other services that would infringe the market of our services such as tourism advisory and total tourism bookings (Keinonen and Takala, 2006).

The firm will then segment the market into three major categories, which consist of market segmentation, market position, and market targeting (Keinonen and Takala, 2006). Market segmentation will be driving the market into different groups categorizing different buyers with different needs and their behaviors depending on their attitude and the marketing mix that would best fit them (Keinonen and Takala, 2006). This will assist the organization to select the best market within the United Kingdom that will be looking attractive and lucrative for the new business. The hospitality business will focus on a single segment. The segment for this form would be the tourism sector.

The positioning strategy will then be selected by the business. The competitive advantages that the business will build its position would be on the travel operators and accommodation since it has a competitive advantage in the United Kingdom (Keinonen and Takala, 2006). The business will first offer their services at a low price to lure customers to experience the kind of services that would be offered within the organization. **The hotels will be as low as 100\$-300\$ per night varying with their class.** The customers will then be served with high-quality services and delivery to be done as fast as possible to the customers. The customer then will be given after sales services; this is to lure them to come back to the organization to increase the number of repeat customers within the organization. The rooms prices would be as follow per night

Room Type.	Price
King Size Room	300\$ per night
Queen Size Room	230\$ Per night
Family Room	270\$ per night
Medium size rooms	110\$ per night

The organization will then consider that the customers get high-quality services and relent on what they give for this services (Keinonen and Takala, 2006). The firm will offer benefits to the customer to higher standards than their rivals. The after sales services offered will ensure that the customer have a good reputation of the company so that they can spread more about the company. This will assist the organization in meeting their objective of being one of the most preferred service operator in travel and tourism sector (Keinonen and Takala, 2006). The major theme of the business is top meet the needs and the wants of the customer through investigating what the customers expect and being innovative and pricing friendly to meet this demands of the customers. There will be business urgent who will be going round in the market identifying what the competitors are doing and how they are doing it better than us. They will

look at their pricing strategy and the quality of their products. This will assist us to know what to produce and the pricing we can offer in the market.

B.

The targeted market would be the tourism sector with market. We would target the middle class customers in travel sector. The business targets middle-class tourists and executive business tourist who travel to the major tourist attraction center in the United Kingdom. Most of the tourist will be local tourists and some international tourist who visit the country. We will integrate with the travel advisory companies to assist in getting in touch with the larger target market (Keinonen and Takala, 2006).

The tourism also targets tourists for all age groups as it will offer services for the children, middle-aged and the old. The tourist will be both male and female. The middle class targeted are mostly government employees. They earn above the expected wage bill of the United Kingdom. Hence, our pricing will range in values that would be favorable for them. The customer mostly enjoys going to the beaches and taking city breaks hence will focus on these major areas to meet their demands and expectations. The business will be situated in major beaches and tourist attraction sites. Will have different hotels that would be offering accommodation services. The vans and the Planes will be mobile to offer services to the customer from one point to another depending on the preferences of the customers. The human resource policies will be put in place. **The rights of the employees will be followed. The employees will sign an employment contract and they be explained for what the organization expect from them, Standards will be set so that the employees can know their goals.**

The business will mainly value the employees and will ensure that the employees are comfortable and are made part of the organization. This will be achieved by involving the employees in the company's decision-making process. The employees will be interacting with the customers hence they will be having a better understanding of what the employer will be expecting from them within the organization (Keinonen and Takala, 2006). Since they will be having good ideas of how the company should adjust in to meet the customer's objectives. The employees will ensure that all the tourist are served, and they are fully accommodated depending on their bookings. They will be offered services also above their expectations. Through making employees feel that they are part of the organization, they will be in a position to serve with passion and not to be driven by money motives. The customers in the targeted market have the capability to make a purchase of travel and tourism product in the range of twice after every three months. To enhance our services will have to offer standards services and products to have repeat customers.

The products am about to offer to the market are innovative. In United Kingdom there are few travel and tourism industries that U planes to serve their customers, hence applying the use of planes to serve the customer will make the business to look much innovative and lucrative. The funding for the business will be from my own saving, I have saved enough that can assist me start the business. I have also talked to friends and family members who will assist me with some funds to run the business. I would also opt for loans from the banks for the business. The net profit for the business would be 800,000 pounds' minimum, optimum of 900,000 pounds and a maximum of 110,000 pounds.

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