

Budget Accommodation & Hostel

Accommodation

- A place of temporary lodging
- Service Accommodation
- Non Service Accommodation

Forms of Tourist Accommodation

•Service Accommodation	Non Service Accommodation	Other
<ul style="list-style-type: none">•Hotel•Resort Hotel•Airport Hotel•Educational Establishment•Motels•Inns•Bed and Breakfast•Apartment Hotel	<ul style="list-style-type: none">•Holiday/villages/center camp•Caravans•Holiday cottages•Youth hostels•Backpacker hostel	<ul style="list-style-type: none">•Staying with friends/ relatives•House Swaps

Question:

Is Homestay a service
accommodation or Non-
service accommodation ?

Why do you think so?

Homestay

- Home Stay is a living arrangement with a host family who offers an extra private guestroom or space (IHA, 2010).



Homestay

- Home Stay is the accommodation where tourists can enjoy the local tradition and learn local daily life of the villagers by staying overnight (Yuyendee, 2003).



History of Homestay

- Home Stay idea came from the past 50 years after the World War II when people were seeking to escape from the war trace in the city to stay away in the rural area. Therefore, the new type of tourism has begun such as Bed& Breakfast, Farm House, Guest House and Home Stay (Samala, 2006).



Homestay

- This type of tourist runs under the same hospitality principle that the customers staying are considerate as a guest of the house and not just a tourist (Samala, 2006).



Home Stay business in Thailand

- Home Stay business in Thailand is a trend. It is very popular family business which does not require high capital investment to open the business (Albaladejo-Pina & Diaz-Delfa, 2009).



Homestay in Thailand

- Where have you been?

What about budget
Accommodation?

Budget Accommodation

- **A Hotel** is an establishment of building where people pay for room to sleep in and meals. Hotels are classified into several categories according to their facilities, services and amenities which they provide.

Budget hotel is the lowest category of hotel that provides the rooms and meals at cheap cost. Budget hotel offers the facilities which required to fulfilling basic requirements such as daily room service, telephone, television, air conditioning, mineral water, broadband connection. Some budget hotels also have a multi cuisine room and mini bar.

The infrastructure

- The infrastructure of budget hotel is not very large and usually operated by the owner and few staffs.
- Not for business purpose since there is no facility for seminar hall, conference room.

Basic Budget hotel room



Basic Budget hotel room



Basic Budget hotel room



ราคาห้องพักเริ่มต้นที่

650. บาท

พร้อมอาหารเช้า

THE ZELL

•Budget hotel•

NOW OPEN

044 618 999

Basic Budget hotel room



ใหม่ สะอาด
ปลอดภัย ติดถนนใหญ่
ไม่ต้องเข้าซอยลึก

Standard Twin
ห้องสแตนดาร์ดทวิน

650.-

พร้อมอาหารเช้า

THE ZELL

•Budget hotel•

Hostel

1. a large house where people can stay free or cheaply: (eg. a student hostel, a backpacker hostel)
2. In UK US : shelter a building where people with no home can live for a short time:
 - a hostel for the homeless

Hostel

- budget-oriented, sociable accommodation where guests can rent a bed, usually a bunk bed, in a dormitory and share a bathroom, lounge and sometimes a kitchen.
- Rooms can be mixed or single-sex, and private rooms may also be available.
- Hostels are often cheaper for both the operator and occupants; many hostels have long-term residents whom they employ as desk agents or housekeeping staff in exchange for experience or discounted accommodation.

Basic Hostel room



Basic Hostel room



Subspace Hostel, Zagreb, Croatia



Basic Hostel room



Basic Hostel room



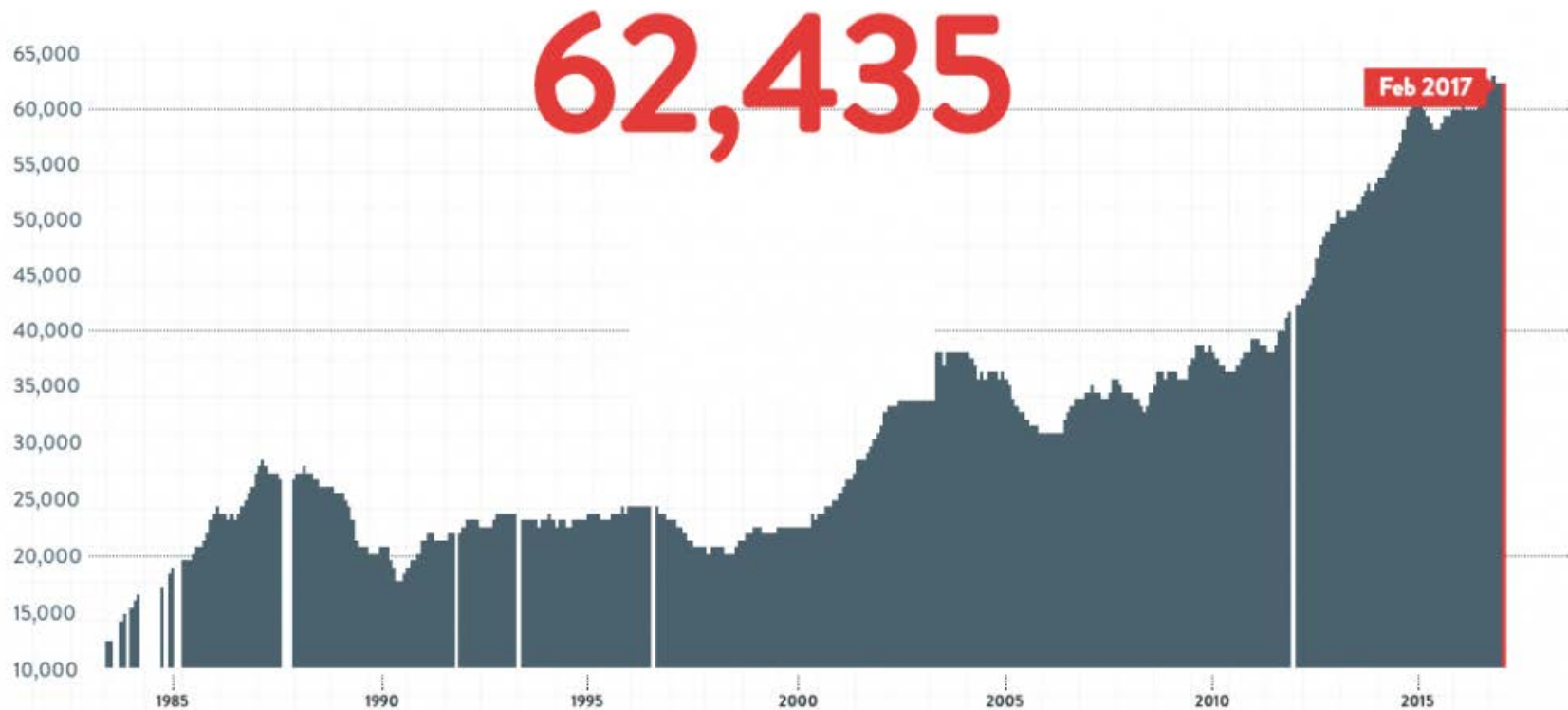
Basic Hostel room



Hostel for poor people(Shelter)

- Homeless shelters are a type of homeless service agency which provide temporary residence for homeless individuals and families.
- Shelters exist to provide clients with safety and protection from exposure to the weather while simultaneously reducing the environmental impact on the community.

Number of Homeless People in NYC Shelters Each Night



NYC shelter



Shelter

- a “dormitory” setting where there can be as many as 100 cots or beds. Guests may sleep in a shared space with people of the opposite sex, which poses a precarious situation for homeless women.
- Some shelters do require guests to be sober and pass a screening process. However, in many a guest finds themselves sleeping among other people who are up making noise talking to themselves or each other, fighting, yelling, drunk, and suffering from hallucinations or mental illness.

Hospitality

Scope and Trends

Defining the hospitality

The hospitality field is **a service industry**.

Its task is to create shareholder wealth by servicing and satisfying guests.

Industry segments include, among others:
hotels, restaurants, private clubs, managed food service, event planning, tourism related businesses, and travel providers (travel agent) .

Defining the hospitality

Hospitality is:

- derived from the Latin word *hospitare* meaning to “receive as a guest”
- the act of kindness in welcoming and looking after the basic needs of guests or strangers, mainly in relation to food, drink and accommodation;
- refers to the relationship process between a guest and a host

The hospitality industry

The Hospitality Industry

include the companies or organizations which provide food and/or drink and/or accommodation to people who are away from home.

The hospitality industry

The hospitality industry is about service.

- The industry provides service to people when they are away from their home, and sometimes even when they are home.
- For example, home delivery of food

The hospitality industry

- **The H&T industry is about diversity.**
- There are small, large, privately owned, and publicly owned businesses.
- There are people of every socioeconomic class, cultural background, race, age, and religion involved with H&T, both in providing and receiving the services.

The hospitality industry

- The H&T industry is full of businesses that serve people and are owned by a single person or family.
- This means not only are there many H&T jobs working for someone else, there is a lot of H&T opportunity to work.

HOW TOURISM DOLLARS ARE SPENT



Travel Industry Association of America

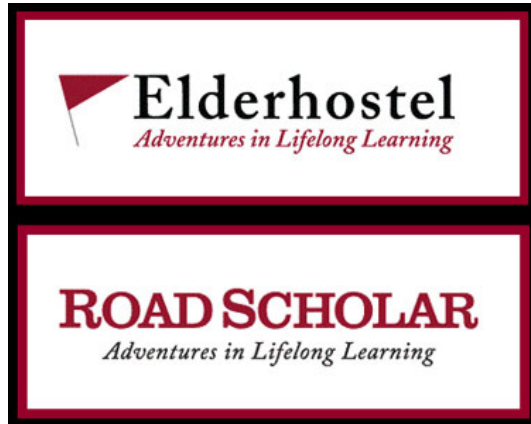
1-3 The money that tourists spend is important to the economy.

The hospitality industry

- The **food and beverage industry**, also known as the **foodservice industry**, *consists of businesses that prepare food for customers.*

-Lodging, also known as **accommodation**, *is a place to sleep for one or more nights.* A business in the lodging industry provides a place for people to sleep overnight. It can be one of many sleeping places such as a fancy hotel, a hostel, a campground, or highway side motel.

An elder hostel



No, it's not a cheap place for older folks to stay while backpacking around the world.

But Elderhostel does provide a wide variety of educational travel programs to adults ages 55 and over.

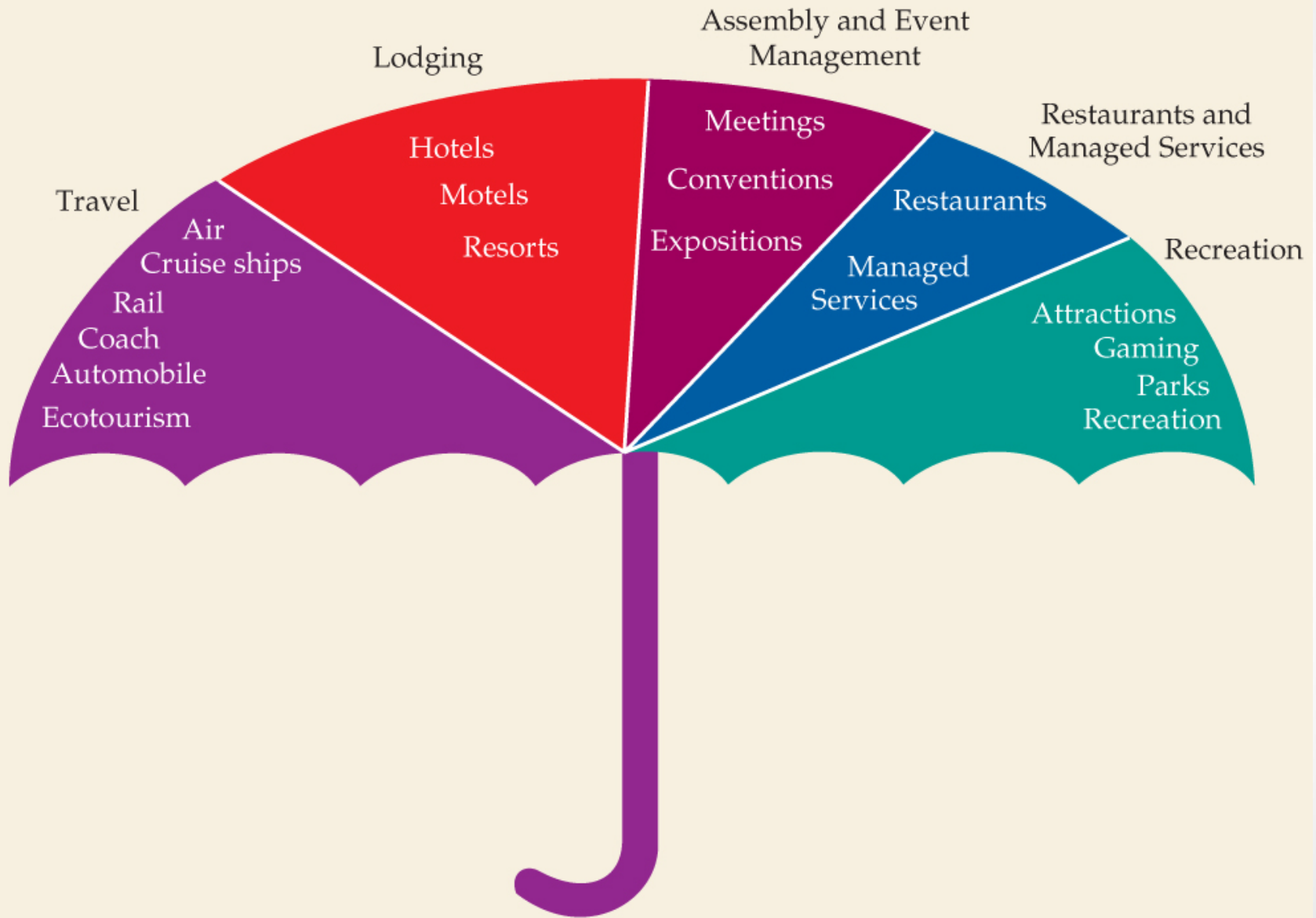
Recreation

- It is *any activity that people do for rest, relaxation, and enjoyment.*
- The goal of recreation is to refresh a person's body and mind.
- Recreation businesses are incredibly diverse because people have varying ideas on what activities they participate in for rest, relaxation and enjoyment.
- There are four general types of recreation businesses: entertainment, attractions, spectator sports, and participatory sports.

Business related to Hospitality

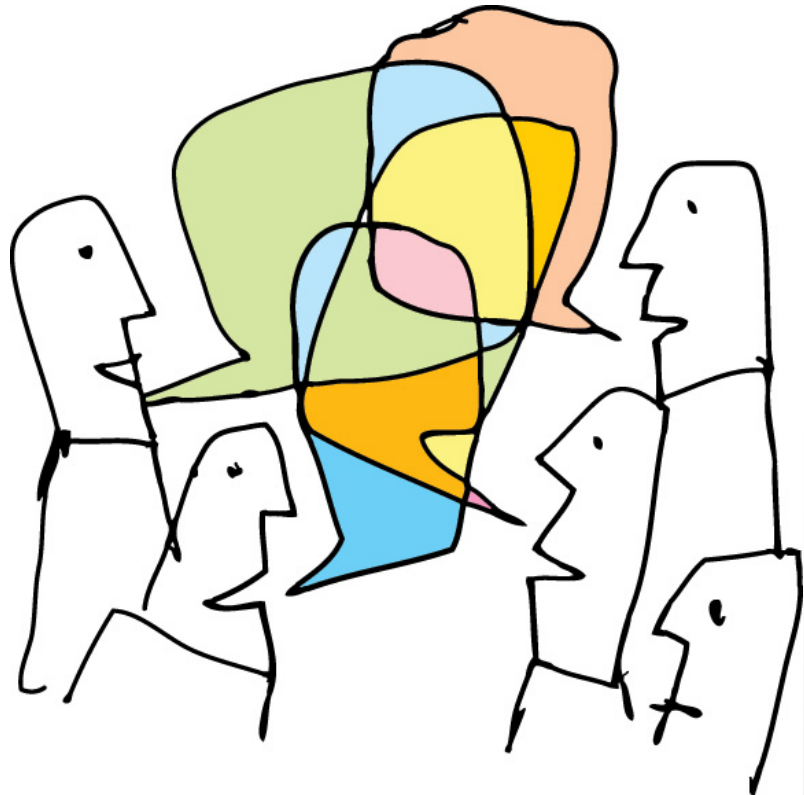
The **travel industry** is in the business of *moving people from place to place* while the **tourism industry** *provides those people with services that promote travel and vacations.*

Busses, planes, cabs, boats, and passenger trains are all part of the travel industry while travel agencies, tour operators, cruise companies, convention planners, and visitors bureaus are all part of the tourism industry.



Class Activity

- Students count 1 -5
- Then go to stay at your group number
- Receive your hand out
- Then perform task 1 and 2



Activity 1

1. What does the term hospitality mean to you?
Give a definition for hospitality.
2. What sections of the hospitality industry have you visited or used?
3. Explain the explanations for hospitality.
How does hospitality impact on our lives?

Activity 2

1. In groups, consider the hospitality industry in Thailand. Discuss the different sectors in the hospitality industry.
2. (Hint: A sector of hospitality industry can be profit-making or non-profit-making.) You may also give the names of some companies in the hospitality industry.

One example has been given in the table below.

Activity 2

[illegible]

Activity 3

2. Look at the table that your group has just completed and compare the answers with other groups. Choose 1 company then

- Have you been to any of the above companies or organisations?
- What services did you receive from them?
- Were you satisfied with the way you were treated by the company or its staff?
- Did they understand what services you wanted?
- Did they provide what you wanted quickly and accurately?
- Was the staff member friendly or rude?

Based on the discussion above,

suggest five qualities that a staff member in the hospitality industry should possess. Do you or your group members possess any of these qualities ?

Are you suit to work in the Hospitality Business



The hospitality business and you

Answer with a Yes, No or Sometimes

- 1. Can I talk to strangers?*
- 2. Am I pleasant and courteous even when under stress?*
- 3. Am I at ease when using the telephone?*
- 4. Do I generally look clean and neat?*
- 5. Can I follow orders?*

The hospitality business and you

6. Do I accept criticism gracefully?

7. Do I like staying busy?

8. Do I do detailed work well?

9. Do I enjoy working with other people?

10. Do I enjoy helping people?

Give yourself 2 points for each yes, 1 point for sometimes and 0 for no. If you scored 16pts. or more you would make an excellent hospitality worker

Characteristics of The Hospitality Industry

- Shift work;
- The physical products of hospitality, e.g. food and drink in a restaurant or the actual hotel room, are products that are sold at a price to the guests or customers These are often regarded as the **tangible aspects of hospitality**.

Characteristics of The Hospitality Industry

- The qualities of staff and the way they deliver the service are often more important than the tangible products in making a hospitality experience satisfactory or unsatisfactory or these are the **intangible aspects of hospitality.**

Characteristics of The Hospitality Industry

- One of the problems that the industry faces is that hospitality workers are often minimum wage earners who are unable to afford the service that they are providing.
- For the employees to be able to provide the necessary level of service, they too must feel appreciated and supported.
- They are, in fact, the internal customers of their company. One of the primary duties of hospitality managers is to lead in such a way that both their internal and external customers can find satisfaction
- (Lewis, 2000; Sosik & Megerian, 1999; Wong & Law, 2002).

The objectives of hospitality industry

1. Making the guests feel welcome personally

This requires both a friendly manner on toward the guest and an atmosphere of “liberality and good will” among the people who work with you in serving the guest. That often translates to an organization in which workers get along well with one another.

The objectives of hospitality industry

2. Making things work for the guests

Everything needs to be clean and in working order before the guests step foot on the establishment. A hospitality system requires a lot of work and the manager must see that it is done properly and maintained at all times.

The objectives of hospitality industry

3. Making sure that the operation will continue to provide service and meet its budget

As a manager, the key to achieving this objective lies in achieving a controlled profitable operation. A good term to describe this management concern is “conformance to budget.”

Trends influencing the hospitality industry

hotel
2030

Emerging Trends



Trends influencing the hospitality industry

- Technology
- More comfortable travel
- Communication
- Aging population
 - ✓ •Early retirement
 - ✓ •Longer life span and better health in senior years
- Political changes
- Change in consumer spending patterns

Trends influencing the hospitality industry

- Social impact
- Shorter work week
 - Not so in Thailand
 - Europeans get more holidays
- Downsizing causes more work
- Seasonality not a factor

Trends influencing the hospitality industry

Demand for leisure travel services will continue to outpace that for business travel

– there are now significantly more leisure travelers filling airline seats, checking into hotel rooms, and consuming other travel services than business travelers, and this gap will grow

Trends influencing the hospitality industry

More leisure travelers will select cruises to vacations that include conventional lodging

the popularity of cruising will continue to grow, new floating "resorts" (and remarkably attractive pricing)

while timeshares will be in big demand as more savvy travelers discover both the value and flexibility of "owning" vacation time that reflects their lifestyles and travel habits

Trends influencing the hospitality industry

Activities that promote stress reduction will gain in popularity

—, the pursuit of stress reduction will remain the number one motivator for the one-half of all active leisure travelers who now feel they "don't have enough vacation time."

Trends influencing the hospitality industry

Meetings and conventions will drive the recovery of demand for business travel services

– individual business travelers will continue to seek ways to do business without traveling, while demand for travel services from meeting and convention attendees will continue to grow

Trends influencing the hospitality industry

***Expect to be
"fired" if you're
not wired***

Trends influencing the hospitality industry

- ***Air travel will remain remarkably affordable***

Trends influencing the hospitality industry

Lodging rates will rise

"Upscale" and "Luxury" operators are likely to be the biggest beneficiaries of this trend as consumers begin to indulge once again

Trends influencing the hospitality industry

Travel agents will continue to morph into sellers of "complex" and "high risk" travel products and services

— travel agents will actually consolidate and strengthen their position as purveyors of "complex" and "high risk" travel products including cruises, all-inclusive vacations, multi-stop tours and group tours

Trends influencing the
hospitality industry

***Consumers' utilization of
the Internet will continue to
reinvent the distribution
and sale of travel services***

Trends influencing the hospitality industry

Transparent pricing will underscore the urgent need for brand clarity

— techno-savvy consumers can now compare prices for airline seats, hotel rooms, car rentals, cruises, even complete vacations with just a couple of clicks,

so the question arises: who will get the sale?

The answer will depend on the "clarity" of the brands under consideration.

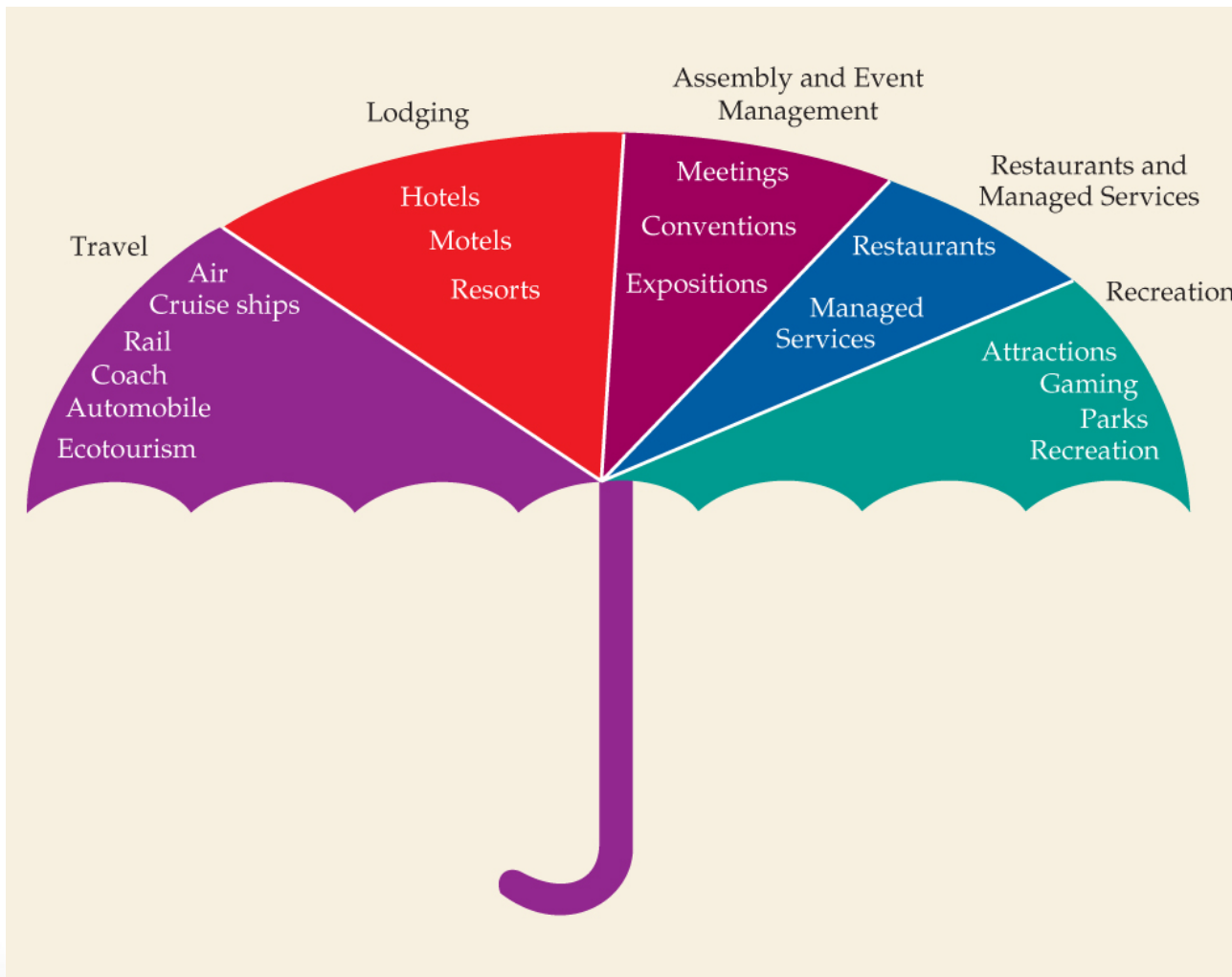
Industry Relationships

Travel Agents - responsible for recommending destinations and making bookings for travel and accommodation

Tourist Information Centers - the hospitality industry relies on staff in information centers to correctly advise customers on the services it offers, such as accommodation and food & beverage services

Retail Outlets - helps attract tourists

Scope of the Hospitality-Tourism Industry (Walker, 2007)



Disney Service Model

Smile

Make **E**ye contact

Respect and welcome all guests

Value the magic

Initiate guest contact

Creative service solutions

End with a “thank you”

How can we make a perfect service

- We need to learn about
“consumer behavior”

Next class