

## Role and scope of hospitality in aviation (Improvised Nagpur)

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### ABSTRACT

Both hospitality and aviation are the part of travel and tourism. Being the two branches of the same tree, both of these are widely interconnected. Every department of aviation that deals with customers needs hospitality. Hospitality is the blood of aviation. Aviation industry cannot survive without hospitality. The research was carried out to find out the role and scope of hospitality in aviation. The data were from the various aviation institutes of Nagpur. Students, faculties of these institutes, airline personnel, ex-personnel and various other related sources were used to collect the data required for the research. Based on the feedback received, the summary and conclusion were formulated showing that hospitality is the most important base of any service industry that includes aviation industry. The results discussed, that majority of aviation personnel were of the opinion that hospitality is very important and the most required criteria of aviation industry, especially commercial aviation.

**KEY WORDS :** Hospitality, Aviation, Travel, Tourism

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The hotel industry is perhaps one of the oldest enterprises in the world with establishment of money as a medium of exchange. Sometimes in the 6<sup>th</sup> century BC, came first real impetus for people of trade to travel. The earliest Inns were ventures by the husbands and wives who used to provide modest wholesome food, quench thirst (mainly wine) and a large hall to stay for travelers against money. Initially Inns were called Public Houses or Pubs and the guests were called Paying Guests.

During the era of 1750 to 1820, the English Inns gained the reputation of being the first in the world and were generally located in and around London. In early England public houses were normally called Inns or Taverns. Normally the name Inn was a finer establishment catering to the nobles while Taverns

was awarded to the houses frequented by common man. In France the establishments were known as “Hotelleries” and less pretentious houses were called Cabarets. the name hotel is believed to be derived from the hotelleries around 1760. The real growth of hotels took place in the USA beginning with the opening of “CITY HOTEL” in 1794 in New York. This period saw the beginning of chain operations under the guidance of Mr. E.M. Statlers.

Aviation history in India begins in 1929 with Mr. Nevil Vintcent, a former RAF pilot coming to India to scour for new air routes. Here he came in contact with Mr. J.R.D. Tata, of Tata Sons and together they put forward many proposals to the Government of India (then British), for an air service from Karachi to Bombay. In 1930 Mr. J.R.D. Tata flew solo from England to India, which gava lot of promotion to the civil aviation sector.

Chawla (2003) says that aviation is an upcoming industry. It is very old but still very new. It can be said old because it started long back and new because awareness about it has come only five years back in India and especially in Nagpur. The Tatas previously owned the hospitality industry which they later sold to Indian Government.

Affordability has increased with the increase in economy

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of the country and thus more and more people are being drawn towards flying. Due to the slashing down of fares the aviation industry has become appealing to the common man as well and thus they have started to think about career in this industry.

Travel and tourism is a huge industry and aviation and hospitality are part of it and though being two branches of the same tree. Aviation and hospitality are widely interconnected. Aviation and hospitality goes together a long way to flourish. In today's world the hospitality industry is an important constituent of many established service industries. The service industry has flourished and reached the common man since the advent of 21<sup>st</sup> century. As an abstract partner, service industry has been based on hospitality industry. Being an interim part of aviation, the aviation personnel are taught about various aspects of hospitality as well.

Nagpur is a growing city and it is poised for huge growth with the MIHAN project, the cargo hub and Boeing MRO, since all being planned in Nagpur. The number of flights per day has increased from two flights per day to 35 flights per day and once the cargo hub is made there will be 200 flights per day from Nagpur.

Owing to all these developments, it was felt that there is lot of scope for hospitality and aviation in Nagpur. Since hospitality is blood of aviation, there is need to study the "Role and scope of hospitality in aviation (Improved Nagpur)".

This research identified the role of hospitality in aviation industry and explained the relationship between aviation and hospitality. This research elaborated various departments of aviation that included customer focused departments and back office and the role of hospitality in these offices. This research also portrays the standards of various aviation institutes in Nagpur.

#### **Purpose and scope of study:**

The purpose of the study is to highlight the involvement of hospitality in aviation. Since, not many researches have been conducted earlier on such or related topics, thus, it was felt that there is need to do more research on this topic.

This research will give clear picture of the avenues available for learning aviation and various opportunities in the job market for students to take up aviation or hospitality as a career. Thus, it was felt that there is lot of scope for the study of "Role and scope of hospitality in aviation (Improved Nagpur)".

#### **Aim:**

The aim of the study was "The study of role and scope of Hospitality in Aviation".

#### **Objectives:**

- To find out the departmentalization in aviation.

- To find out application of hospitality in various departments of aviation.
- To analyze the need of hospitality in aviation and prove that it is the backbone of aviation.
- To study scope of hospitality in aviation.

#### **Limitation:**

- The study was limited to Nagpur only.
- The aviation institutes in the Nagpur city only.
- The airline offices in Nagpur city only.
- The sample size was limited to 125 samples only.
- The samples included the students of various research institutes and employees of the various airlines, especially dealing with flight operations.

Hospitality means warm and friendly welcome of a stranger or a guest. From time immemorial, hospitality has been associated as a second nature to man. However, hospitality began as a profession much later. It is a part of larger enterprise known as "Travel and Tourism Industry".

According to Gill (1996) like hospitality, even aviation bloomed under the travel and tourism. Need of commerce gave birth to the need of transport and the fastest mode of transport is air. Hence, aviation became the most popular means of transport, thus bringing the world closer.

Aviation, although a part of travel and tourism, is immensely influenced by hospitality unlike other means of transport, namely roadways, railways and waterways. Thus, hospitality can be said as the blood of aviation, since aviation will also lose its charm without hospitality (Jay, 2004).

The multi-modal international cargo hub and airport at Nagpur (MIHAN) is one of the largest economic development projects underway in India at current time (mid-2008). A consortium led by M/s L&T Ramboll Consulting Engineers was asked to undertake a Techno-Economic-Feasibility Study (TEFS) for the project 2004-2005 (the study supported the project). The project was designed to make the most of the central location on Nagpur and to convert the current airport into a major cargo hub with multi-modal integrated road and rail systems. The project consisted of two parts: the international airport acts as a new cargo hub and also a special economic zone.

#### **METHODOLOGY**

125 samples which included students pursuing studies and faculties of various Aviation Institutes of Nagpur Crew members, Ground staff, ex-employees, and aviation experts were selected randomly. A general survey method was adopted to observe and understand the role and scope of hospitality in aviation. The researchers visited various Institutions and airline offices for the same.

The questionnaire was used as tool for data collection. The primary data were selected through survey which was

done with the help of questionnaire, interview and self-observation. The researchers met the Centre Heads and Staff of various aviation institutes, employed airline professionals and ex-employees of different airlines. Similarly, students of various aviation institutes were presented with the concerned questionnaire.

Secondary data were collected from number of books, modules, magazines, journals, articles and websites.

The collected data were categorized. Tables were prepared and frequencies from each table were calculated. Sample percentage method was adopted to analyze the data. Interpretation of data was made on the basis of analysis.

**Selection of area:**

The aviation institutes and airline offices of Nagpur city were selected for the research.

**Selection of sample:**

Crew members, ground staff, students pursuing studies, ex-employees, and aviation experts were interviewed for the research.

**Size of sample:**

125 samples were selected randomly.

**Tools of data collection :**

Observation, questionnaire and interviews were the tools of data collection.

**Analysis of data:**

The collected data were categorized and tabulated. Sample percentage method was adopted to analyze the data.

**ANALYSIS AND DISCUSSION**

The Result and Discussion explains the relationship between aviation and hospitality and how much is the aviation industry dependent on the hospitality industry. It explains about various opportunities in aviation sector. It gives a clear picture of the avenues available for learning aviation and various opportunities in the job market for students to take up aviation or hospitality as a career. It also mentions the advantages and disadvantages of the aviation career. It further gives the clear picture of the avenues available for learning aviation and various opportunities in the job market for students to take up aviation or hospitality as a career.

Hospitality plays an active role in almost every department of aviation. A field of aviation in which hospitality is not actively involved in the operations is Cockpit Crew. Cockpit Crew deals with flying of the aircraft, which is totally technical. Their co-ordination with the passengers is limited only up to the announcements or in case of emergencies. Utility of hospitality is the most in Cabin Crew and Ground

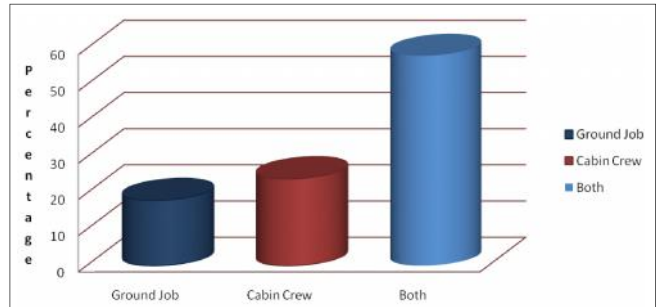


Fig. 1 : Hospitality in aviation

Staff departments, where they come in contact with the guests or passengers. During an emergency, they have to handle the passengers, hence hospitality needs to be a part of their professional side as well, though to a limited extent. Hospitality is the soul of both guest related departments of aviation, namely Cabin Crew and Ground Staff. Working of these departments is not just technical, but has a lot to deal with the human aspects and the hospitality is the best tool to deal with these human aspects.

From the study, it was found that the various departments of the aviation industry are flight operations, engineering and maintenance and sales and marketing and under the flight operation section in the aviation industry are Cabin Crew, Ground Staff and Cockpit Crew (Fig. 1).

Responses showed that application of hospitality in ground job was about 18 per cent, cabin crew was around 24 per cent and 58 per cent of students felt that it plays an active role in both the jobs.

Responses showed that 27 per cent of the students felt that hospitality is the most closely related subject to aviation, on the other hand 21 per cent felt that travel is closely related to aviation and majority of the respondents i.e. 52 per cent felt that both hospitality and travel are closely related to aviation (Fig. 2).

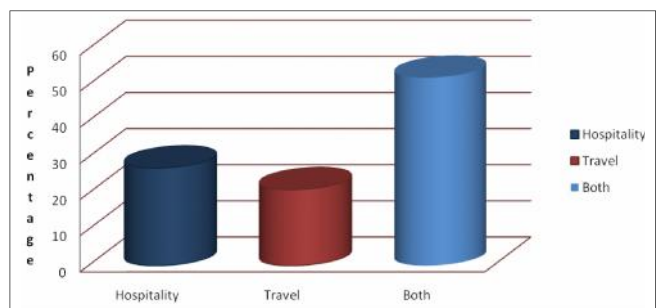


Fig. 2 : Subjects closely related in aviation

Responses showed that 16 per cent aviation personnel felt that hotel experience is compulsory for students of aviation, while 28 per cent felt that there is no need of such experience and 56 per cent felt that hotel training is beneficial

for aviation students (Fig. 3).

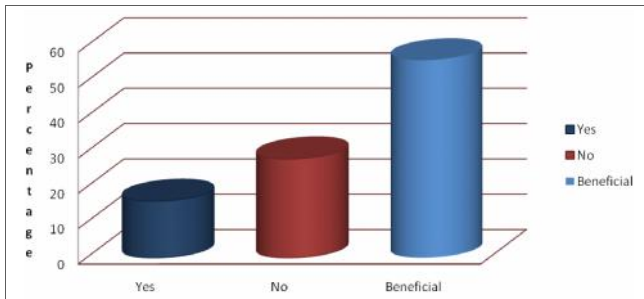


Fig. 3 : Experience of hotel industry

The responses showed that 68 per cent of the aviation personnel felt that hotel training should be imparted to the students while 32 per cent felt that it is not required (Fig. 4).

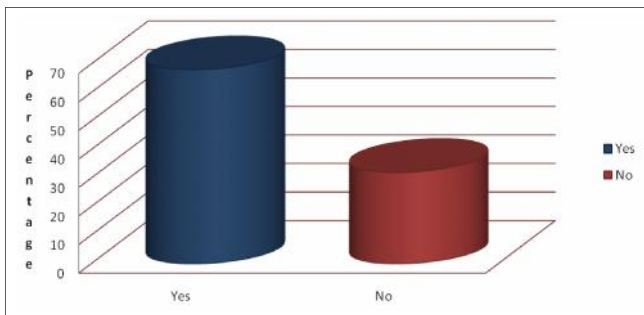


Fig. 4 : Recommendation of hotel training

Responses showed that 76 per cent of the aviation personnel felt that there is lot of scope for hospitality in No-frill airlines while 24 per cent felt that there is not much scope for hospitality in No-frill airlines (Fig. 5).

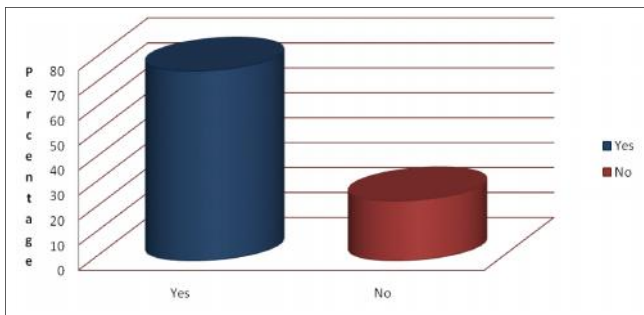


Fig. 5 : Hospitality in non-frill Airlines

A No-frill airline means the airline that does not provide any complementary services along with the air ticket like food, water etc. To use these services on-board, the guest has to pay extra. The tickets of these airlines are much cheaper than the other airlines that provide complementary services with ticket. To avail more hospitality the guest, obviously need to

pay more. Thus, it can be said that more you pay at No-frill airline, the more hospitable you are.

### Summary and Conclusion:

A survey was carried out to fulfill the need to understand the various objectives of the project. From the result and the collected data, it can be said that hospitality was the most important base of any service industry. While dealing with aviation, hospitality cannot be ignored at all. Participation of hospitality in aviation is inevitable because aviation is a part of service industry and deals with extended service to its passengers or customers. In almost all departments of aviation, hospitality plays an active role. Hospitality is the soul of both the guest related departments of aviation, namely, Cabin Crew and Ground Staff. Working of these departments is not just technical but has lot of dealing with human aspect involved. Hospitality is the best tool to deal with these human aspects. The aviation profession deals with human beings. These have to be handled with utmost care and specialized training. This training is provided by hospitality. Hospitality is the blood of aviation since aviation cannot survive without hospitality especially commercial aviation. To be guest focused, is the habit to be cultivated. This can be facilitated when the students get lot of exposure in interacting with customers. Hence, training in a hotel is recommended for all students. Moreover, the guests who fly or go to the hotel are generally of the same strata of the society, hence hotel training provides a lot of exposure and training base to students. Moreover, training exposes students to various situations, thus helping them to increase their self-confidence as compared to a fresher.

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