
UNIT 27 SUPPLEMENTARY ACCOMMODATION

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27.0 OBJECTIVES

After reading this Unit you should be able to:

- understand the meaning of supplementary accommodation,
- appreciate the importance and role of supplementary accommodation in tourism,
- learn about different types of supplementary accommodation, and
- know how to market these different types.

27.1 INTRODUCTION

In the previous Unit we have explained alternative accommodation. In this Unit we will introduce you to supplementary accommodation. You are aware that by following the price segmentation methods in the target markets it becomes clear that the paying capacity of the tourists differ to a large extent. This has bearing on the accommodation demand. For various reasons, there is great demand for accommodation outside the organised hotel sector. This Unit examines the role of supplementary accommodation meeting this demand. The Unit starts with defining supplementary accommodation and goes on to discuss its various forms. Lastly it deals with the marketing aspects related to supplementary accommodation.

27.2 DEFINING SUPPLEMENTARY ACCOMMODATION

There are a number of establishments outside the hotel industry which offer accommodation to tourists. For example, supplementary accommodation in India had been provided by **Sarais** and **Dharamshalas**, on the principle that the traveller can make do with accommodation if not hotel service when on holiday. However, supplementary accommodation is that **which is specifically designed to cater to the tourist where hotel accommodation may not be available or may be beyond the budget of the tourist**. In the present context we may consider tourist bungalows with dormitory accommodation, travel lodges, youth hostels, railway retiring rooms and PWD rest houses as supplements to the organised accommodation sector. The basic criteria is:

- to provide furnished accommodation, either rented rooms or apartments, and
- related to the investment that is being planned for the development of infrastructure in consonance with an overall promotional strategy.

For example, when youth tourism was identified as an important motivation for the development of tourism, the plans stressed the setting up of supplementary accommodation in the form of youth hostels to cater to the young travellers, both domestic as well as foreign. The development of the Yatri Niwas as a supplement to western style hotel facilities was also a step in this direction. Various points along the highways and in the suburbs of metropolitan cities became the ideal locations for setting up supplementary accommodation units. **Country clubs, holiday inns, holiday villages, travellers lodges and inns** were set up at such locations. The criteria was to encourage the linkage between transport and accommodation and develop visitor flows in such a way that accommodation moved out of a central business district to service the leisure needs of the local residents as well as visitors. In the following Sections we will discuss about various forms of supplementary accommodation.

27.3 MOTELS

Motels were the earliest form of supplementary accommodation. They were set up to cater to the automobile tourist and as highway systems began to bypass cities, the role of the motel became increasingly important. Motels provide auto conveniences like parking and garage facilities, cheap rooms, fewer staff oriented services as well as catering and bar facilities along with recreational activities like swimming, tennis etc. In India several aspects of motel services like drive in registration and servicing are not included although motels are generally located near servicing facilities. Motels can be of three types :

- roadside,
- resort, or
- suburban.

They can provide minimum, middle level and luxury services. In India it is the state government tourism departments that have provided motels in states where road transport and travel are important, like Punjab, Haryana and Uttar Pradesh. Rajasthan has also provided motels along its main tourist routes. Motels are essentially for overnight halts but in India they have become important for weekend visits. With the introduction of services like air conditioning, restaurant services, phone services, television and attached bath and toilet facilities motels are attracting higher income travellers. Motels have helped the tourism industry in face of the challenge of changing trends in tourist behaviour.

Advantages of motels are:

- **low cost investment ventures,**
- located where land is cheap, and
- offering facilities with low operational costs.

They are compact with no public rooms. They provide a relaxed and informal atmosphere to their clients and their rooms do not follow the double bed pattern of hotels since they encourage the stay of a family of travellers. Motels also provide opportunities for special parties and lectures. Today wherever car borne traffic is established chains of motels have entered the business.

27.4 YOUTH HOSTELS/YATRI NIWAS

Youth took to travel on foot or hitch-hiking both from the cities as well as the countryside for education, adventure and recreation. This requirement created the need for providing accommodation. Germany took the lead in establishing youth hostels at the turn of the century. Youth hostels provide dormitory accommodation with common bathing and cafeteria facilities. They also provide kitchens for self-catering. Self service in a low cost environment encouraged the youth tourism movement and the World Tourism Organisation encouraged all member countries to construct hostels. In India the youth hostels movement began in the early sixties and provided young and family oriented domestic tourists the opportunity to travel to different parts of the country using the LTC subsidy. They were no longer limited to destinations where they had friends and relatives.

The Yatri Niwas was a similar concept, to provide domestic tourists low cost self service accommodation in cities. The first such facility was constructed in the Janpath area of Delhi, attracting budget tourists. Such accommodation units encouraged people from different regions and social backgrounds to interact with each other. Comfort is modest, the stay is short and the cost is low. Such properties are set up and operated by non-commercial or developmental organisations. They are located at historical, cultural and natural sites. The hostels are small to medium scale and their average capacity is about 40 rooms. Hostels are constructed by the Central Government on land given free of cost by State Governments as they would not be able to provide low cost accommodation without such a subsidy. They are operated by the State Governments and social organisations like the YMCA and YWCA. The Wardens are also appointed and paid by the state. Government has given priority for the construction of youth hostels at sites popular with international tourists, although pilgrimage destinations were also identified during the National Action Plan on Tourism. Educational institutions can also provide hostel accommodation to low budget tourists for special events and in the vacations.

27.5 CARAVANS, CAMPING GROUNDS AND TOURIST CAMPS

Such facilities are normally located within cities in open spaces. Delhi has two such locations, in Asif Ali Road and Kashmere Gate. They provide parking space along with water, electricity and toilets. Destinations like Goa, Khajuraho and Aurangabad, which have a mild and dry climate along highways and along major tourist circuits are being encouraged to set up such sites. Camps must follow certain regulations regarding quality of services and costs set up by municipalities and the serving personnel there require some prior exposure and training to ensure that tourists get the required facilities.

Check Your Progress-1

1) Define Supplementary Accommodation.

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2) Discuss the role of Youth Hostels in tourism.

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27.6 RAILWAY/AIRPORT RETIRING ROOMS

The purpose of retiring room accommodation is to offer a convenience to the traveller without going into the city. These are situated at the main platform of major railway stations and at domestic and international airports. They provide accommodation to railway passengers, holding confirmed and current tickets or air passengers from out of town or in transit.

These retiring rooms are offered at reasonable rates and are often air conditioned at the major junctions. They are generally clean and well maintained. They have attached baths and Railway canteen or airport restaurant catering. Bookings are made through the Station Superintendent, or Airport Manager.

27.7 TRAVELLERS LODGES/BOARDING HOUSES

These are modest hotels situated away from the centre of the city or at remote destinations. These are self-sufficient establishments offering standard facilities like well furnished rooms, with catering and bar facilities. Tourist Bungalows also offer similar facilities. Some extend their services to telecommunication and postal facilities as well as a general store. These services cater to budget and middle class tourists particularly in destinations which do not attract the major hotel industry. These bungalows have prime locations since they are the first to set up operations at many tourist centres. However, their maintenance and services need to be upgraded and the tariff structure has to be more flexible to cater to a range of income groups. They are small sized units which could be more profitable if the number of rooms can be increased from 5 to 25-30. State Governments and Tourism Departments also provide tourist rest houses at scenic locations in the mountains and forests where most wild life tourism is located. They provide access to the forest and also have good viewing locations. They are constructed to mirror the appeal of the area.

Boarding houses are establishments which usually provide accommodation and meals at specified periods of time like the week end or for a specified stay. Thus they cater to residents and tend to be small enterprises and require advance booking to ensure space. They can range from simple hostel like facilities to the more sophisticated ones depending on the duration of the stay and the kind of customers. In Europe these mansions are an important supplement for tourist accommodation in big cities as well as touristic destinations. Such units are good for families because they provide all meals and comfortably furnished rooms and do not mind having children.

27.8 HOTEL GARNI AND CONDOMINIUMS

These units provide bed and breakfast and supplement accommodation in big cities. In rural and resort areas such units are also popular with young people who need a room to sleep and spend the whole day on the move. They provide the single tourist with company, a family atmosphere and home cooking which makes for a relaxed holiday with no formal dress code, public areas and behaviour and no extra costs.

This involves ownership of a suite or an apartment, with payment for the common facilities for maintenance and surroundings, as well as for the recreational services. The owner can access a holiday destination at will, can rent it to others when not in use and in the rest of the period the condominium is looked after by the common staff. Thus, a condominium is private ownership of space with joint ownership of common facilities. Beach tourism in Europe owes its rapid growth to the development of this type of accommodation which was often started by a package tour operator to ensure regular traffic. Many charter operations also own condominiums. The concept of time-sharing is also gaining ground and certain companies are developing resorts on this basis.

27.9 PAYING GUEST ACCOMMODATION

Many tourists prefer home stays to institutional accommodations and this brings in the concept of paying guest accommodation offered by individual households at destinations.

Substantial bed capacity can be created through linking private households with tourism demand for accommodation. However, this has to be backed up with an information service to the tourists. In India all state tourism departments maintain a list of approved paying guest rooms which are to put on offer to the tourists. These rooms have certain specifications in terms of size, furnishings, air conditioning/heating, attached bathrooms, etc. Unfortunately this scheme has not been promoted in the same way as hotel accommodation although residents at major destinations have offered rooms for this purpose. The problem seems to lie with the industry and its incentive schemes and perhaps the costing of the accommodation unit, which rivals hotel tariffs without providing all the facilities.

Paying guest accommodation is popular in Europe and given the proper backing it could show the same results in India also. Goa is one such destination where the local residents have taken to such ventures during the tourist season. This has increased the availability of beds. If possible the local population should be encouraged towards such entrepreneurship. Besides bringing the benefits of tourism to the hosts in the real sense such accommodation places the least strain on the ecology and environment of the destination. This is because no concrete structures are constructed as hotels, etc. At the same time, all those interested in developing the paying guest accommodation should do it in a professional way taking into account:

- health and hygiene considerations,
- proper toilet facilities,
- decor of the room, and
- eating facilities etc.

They have to also establish selling networks, particularly with such tour operators who package ethnic tours. Word of mouth publicity, contacts at tourists entry points (bus stops, etc.) and signboards are the methods that can be used for selling purposes.

Like condominiums many middle class families own holiday homes at tourist destinations like villas, cottages, and apartments. Many of them rent part of the space even when they are on holiday themselves or put out the property to rent if they no longer visit the destination where their second home is located. The advantage of renting a holiday home is that it helps the visitor gain an entry in the community resulting in a feeling of being at home even when on holiday.

Check Your Progress-2

1) How do boarding houses and lodges provide supplementary accommodation?

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2) What is the significance of paying guest accommodation?

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3) How would you develop and sell paying guest accommodation?

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27.10 LET US SUM UP

Supplementary accommodation is listed to ensure that sufficient bed capacity is available at a destination to meet tourist demand. To be reasonable to cost, such accommodation is generally subsidised by the state to encourage low income groups to travel. It is located in areas and destinations where classified hotel accommodation is not necessary or required. It forms a pool which can be accessed in peak periods and can revert to other uses in the off season. It is provided for short stay or for long stay, that is, where the length of stay is specified. Supplementary accommodation is particularly useful for motorists, students and youth, family groups and educational tourists. It is also available in resort areas for those whose budget does not include the high cost of resort hotels. In many cases the distinction between supplementary and alternative accommodation is rather difficult to make, but in general supplementary accommodation is located in destinations which carry a large volume of users.

27.11 ANSWERS TO CHECK YOUR PROGRESS EXERCISES

Check Your Progress-1

- 1) Base your answer on Sec.27.2.
- 2) Sec. 27.4 discusses the importance of youth hostels.

Check Your Progress-2

- 1) They add to the bed capacity of a destination and cater to middle and low budget tourists. See Sec.27.7.
- 2) Read Sec.27.9.
- 3) Read Sec. 27.9 and develop your own ideas to write the answer.