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STUDY OF TOURISTS PERCEPTION OF HOTEL SERVICE INDUSTRY IN NCR

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ABSTRACT

A hotel industry is primarily a service sector and emphasis is given on the role played by relationship marketing. It is imperative to develop proactive methods for understanding what your customer like and dislike. A Hotel caters to a wide range of guests and offer services and amenities to individuals with an infinite number of desires and expectations. Due to the diverse population of travelers, it would be no surprise if one hotel brand were perceived very differently from another. A recent analysis of online traveler discussion—guest perceptions toward different hotel brands are similar, leading to the belief that travelers are not inclined to become loyal to one brand. Based on an analysis of consumer comments, it was found that, in general, hotel corporations such as Oberoi and Taj have an opportunity to further differentiate themselves from their competitors and build more brand loyalty.

Key words: Customer satisfaction, ,brand loyalty, relationship marketing

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Introduction:

Tour to India is perhaps the most talked about tour in the world. A holiday without a comfortable stay seems to be incomplete! Here is where the importance of hotels and Indian hospitality industry comes into picture. The India tour has gained momentum with time on account of its efficient and professional hotel services.

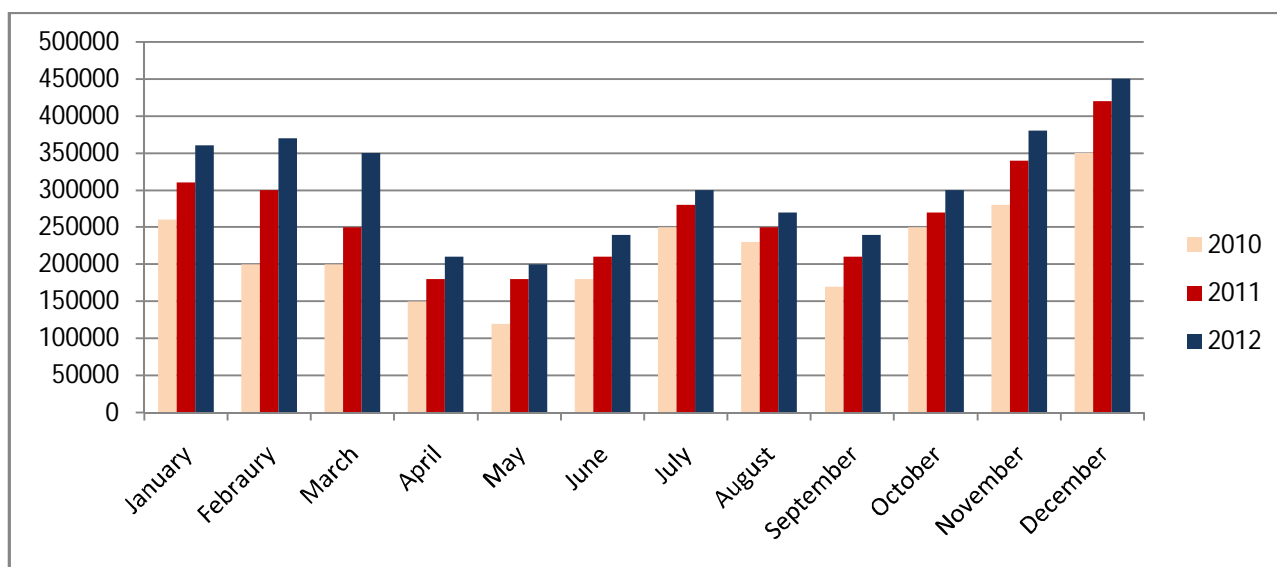
With time,delhi&ncr India has made an indelible mark in the area of hospitality. The deluxe / luxury, first class & budget Hotels offers various accommodation options along

with the contemporary facilities at par with world standards and comes with expected comforts. From a business traveler to a leisure traveler, the hotels in Delhi & NCR offer a wide choice of rooms for short as well as an option for long stay. Some of the top end hotels of Delhi & NCR have also been honored with international awards and now-a-days lot of Hotels are featured by reputed top International travel magazines as must stay city hotels.

The various Group of India hotels and Chains like Taj Group of Hotels, The Oberoi Group, ITC Welcome Group, The Park group, Sarovar Park Plaza Group, Oberoi Trident Chain, Welcome Heritage, Radisson India, Le Meridian India, Ambassador group of hotels, HRH Group of Hotels to name a few others have carved their niche in the arena of Indian hospitality industry and thus have placed India as one of the most happening tourist destinations in the world. Some of the well known Indian Chain of Hotels / groups of Hotels are adding newer properties within India but they have also expanding their reach by opening their properties at par with world standards abroad, thus creating a hallmark in the hospitality industry at an international level.

India offers you various India tour packages by recommending properties from the list of hotels mentioned here as well as in the following pages. The recommended hotels are known for their quality/location advantage and also offers value for money with superior service standards. In a nutshell Hotels in India are a synonym to comfort, luxury and sheer elegance.

Month wise tourist arrival



Tourism industry in India witnessed a healthy growth in 2008-09, followed by the continuation of the up trend in 2009-10. As per figures released by the Ministry of Tourism, foreign tourist arrivals increased by 24% in 2004 and this figure have reached a

level of 4 million foreign tourists in 2012-13 compared to 3.54 million in the previous financial year. We expect this growth to continue during the next 2-3 years if no adverse incidents or circumstances happen in India and the South East Asian Region, which may affect the sentiments of tourists traveling to this area. In fact foreign exchange earnings from tourism may touch the level of Rs. 25,000 crores this year, showing a growth of about 20% over the previous year.

Literature Review

Barry Brown and Matthew Chalmers (Monicas 2003): Computing Science, University of Glasgow, Glasgow, G12 8QQ, United Kingdom Using the metaphor of 'tourist problems' it explored the solutions that tourists use to arrange their visits. These solutions covered how tourists worked with other, used maps and guidebooks, and both pre- and post-visited places. It was drawn an implications from this fieldwork for new technologies for tourists such as systems for remote co-visiting and electronic guides and maps. Designing technologies for tourists presents a number of specific challenges. Good tourist technologies are not only those that make tourists more efficient, but that also make tourism more enjoyable.

Dr Dimitrios Buhalis (Ibrahim 2006) University of Westminster

Information technologies influence the strategic management and marketing of contemporary organizations, as a paradigm-shift is experienced, transforming the "best" business practices globally. ITs transform the strategic position of organizations by altering their efficiency, differentiation, operational cost and response time.. Ultimately, prospective tourists will be able to browse through the Internet and identify a rich variety of offers in order to make travel choices suited to their personal requirements. The focus is thus shifting towards individual travel and dynamic packages, targeting mini-segments. The visibility of principals in the marketplace will be a function of the technologies and networks utilized to interact with individual and institutional customers.

Maitil, 2004 analysed Marketing Mix Modeling for the Tourism Industry: Accordingly

marketing mix modeling combines advanced econometrics with marketing science to objectively measure the relative productivity of a complete set of marketing programs or initiatives to produce transient tourism sales. Discussed and Demonstrated in this paper are the steps in performing such an analysis, how to avoid its major pitfalls, and the benefits that can be derived from the analysis. Extensions of the marketing mix method to include the effects of the social media and product driven strategies are briefly discussed. Consumer behavior is a dynamic and eclectic field of tourism marketing. Global consumption of tourism means that there are many different aspects of the environment people are influenced by. Moschishig highlighted that more research is required on how mature consumers respond to monetary incentives. Kim and Geistfeld also found that the demand for full service restaurants will increase because of the aging population and stressed the importance of further research focusing on this demographic segment of the

population. Emotional or nostalgia attachments are components of tourism marketing that Shoemaker and Bowen highlighted as future research in customer loyalty for tourism companies. Owing to the changing online marketing tools consumers utilize in choosing a tourism destination more research is required on how consumers respond to new technologies.

Branding is a strategy used to differentiate products and companies, and to build economic value for both the consumer and the brand owner. There a variety of different brands that are used in tourism marketing from travel agents, companies advertising tourism products such as hiking equipment to destinations like Canada being a brand Hence, there are a number of different directions that future research on branding in tourism marketing can take. One of the most important concepts linked to branding is brand equity. Brand equity refers to the added value with which a brand endows a product and to the addition of the brand's attributes including reputation, symbols, associations and names.

Tourism businesses all over the world are currently facing rapid changes due to market globalization, intensified competition, economic recession, and the dynamic evolution of new technologies. Tourism is in the forefront of information communication technologies (ICTs) adoption and e-business in the area of e-marketing (E-Business Watch, 2006) because the use of new technologies facilitates tourism services in reaching their customers, in offering customized services, and in competing effectively with other intermediaries and distribution channels.

importance of these topics comes from the resulted changes in both, consumer behavior and tourism firms management. New technologies benefit tourism consumers because minimize transaction costs, bring higher quality products to the market, share market information, lower uncertainty and aid in distribution channel efficiently.

Recently marketing for tourism services has been focused not on the consumer, but on the destination or outlet, with marketing strategies being related to the products offered (Williams, 2006). Riege and Perry (2000) have proposed three strategic approaches that may be used in the tourism industry: the consumer-oriented approach, the competitor-oriented

Research Methodology:

This study has been conducted on the following 4 Hotels in NCR

- ❖ Le Meridien
- ❖ The Oberoi's
- ❖ Vasant Continental

.Sample Design

Delhi and Noida market is treated as sampling unit. A sample of 120 tourists are taken, 30 tourists from each hotel.

Research Analysis

Tourist Perception

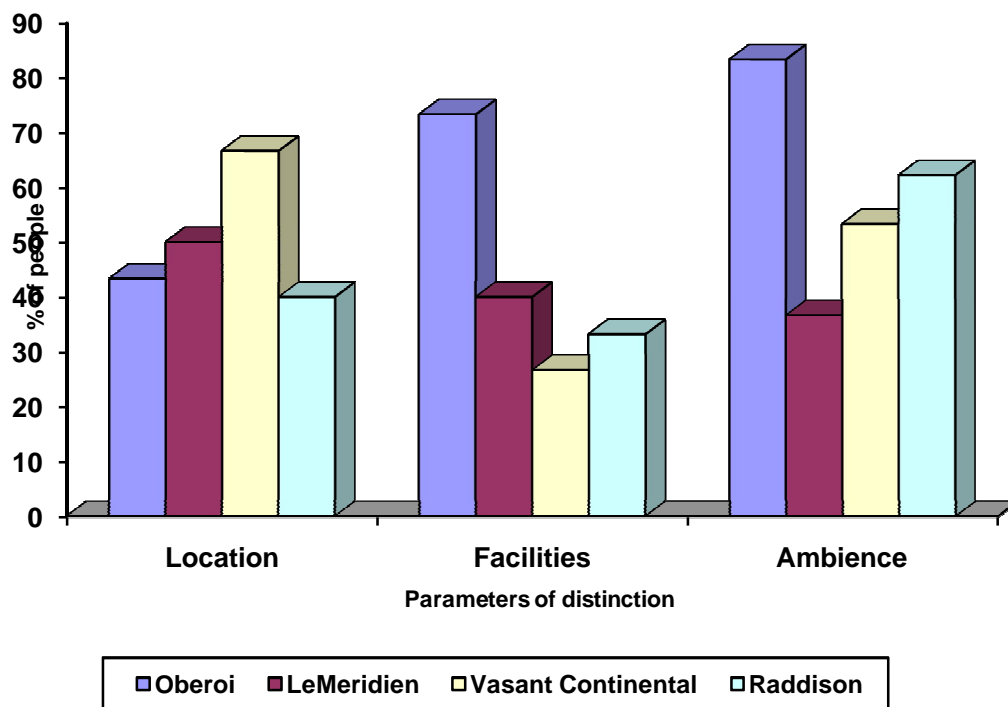


Fig.1

As we can see in the graph, it depicts the picture of three major parameters of any hotels like location facilities, ambience. Out of 30 people who are survey, 30% who were the guests of Vasant Continental rates high regarding the location of Vasant Continental Hotel. Now if we see the facilities of all the three hotels and compare we conclude that Oberoi's rates high among the two hotels. Another conclusion of my survey regarding ambience of three hotels is that Oberoi hotels rates high among the two.

Location

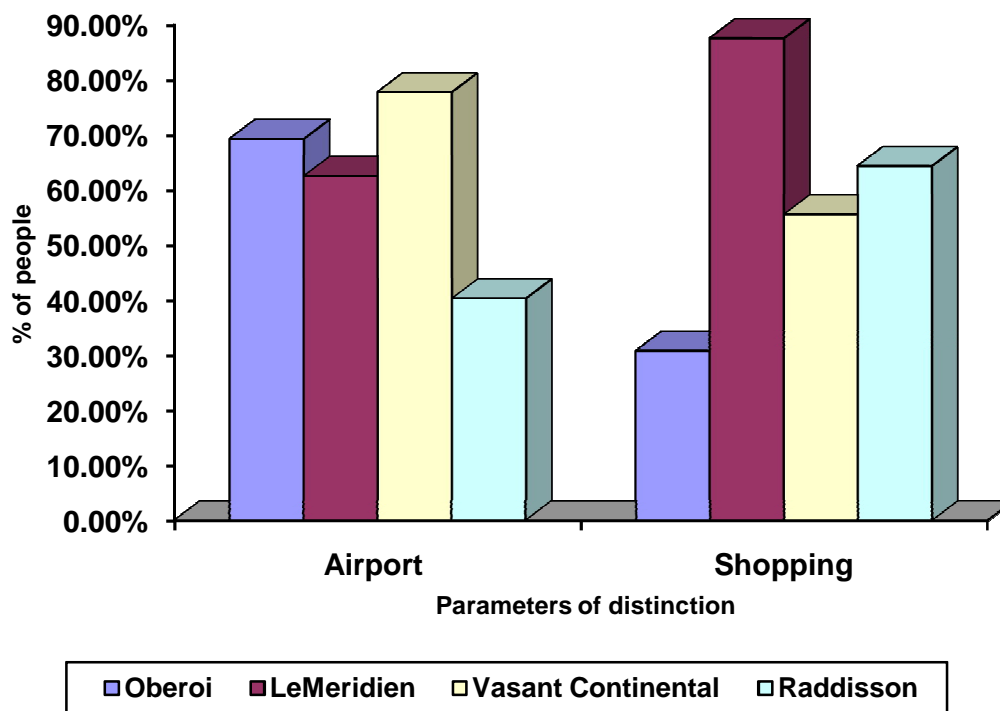
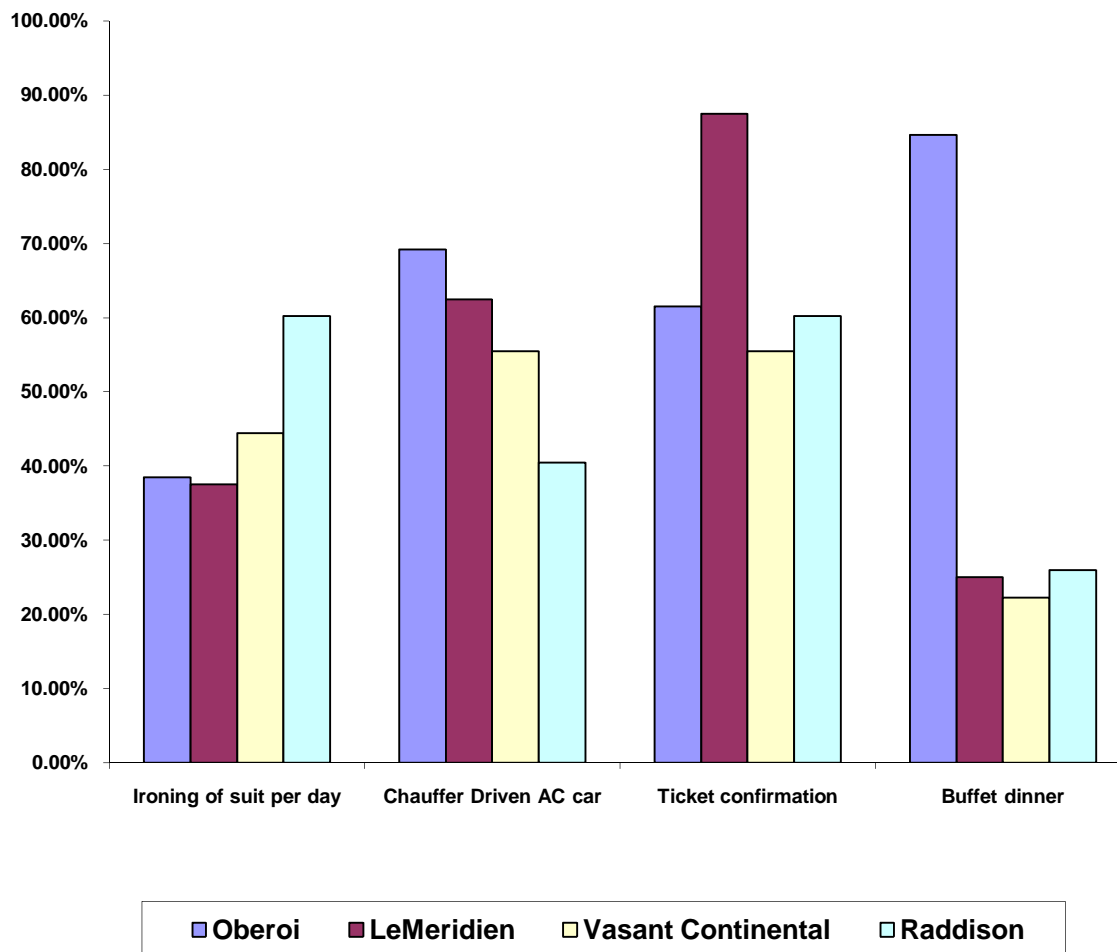


Fig.2

In my survey regarding location I have divided location under two heads – Airport & Shopping. Vasant Continental rates high as it is near to the airport and Le-Meridien rates high because it is near by Connaught Place and Janpath area. The Hotel Raddisson Noida is placed 30 kms away from airport and 15 kms away from Trade Fair Ground and 18 kms away from the city centre, New Delhi.

Facilities

Fig.3



Now dividing facilities under the following heads like buffet dinner and ticket confirmation etc. We observed that Oberoi's rates high among the facilities.

Ambience

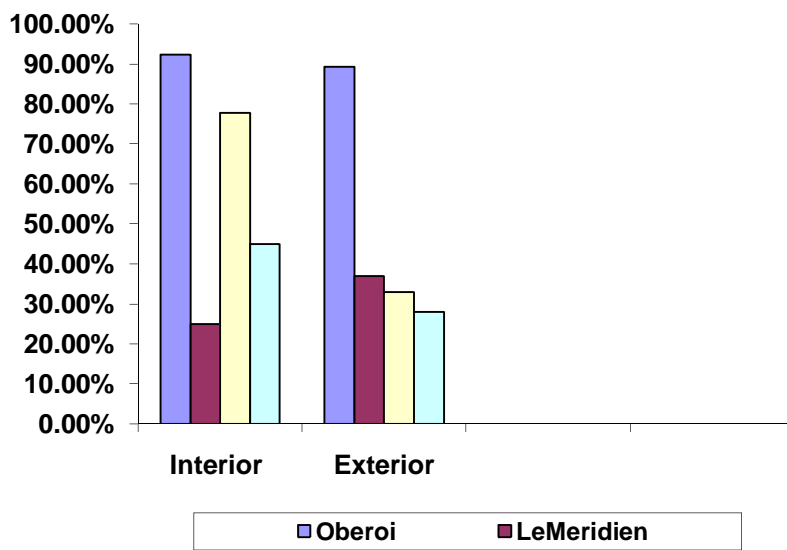


Fig.4

While dividing ambience under the two heads exterior and interior parameters Oberoi's rates high among the two.

A deep insight of the hotel reveals that it is a business. In service industry like hotel industry everything depends on the manpower.

Create differentiation at every point whenever products and services come in contact with the customer.

By capturing the right requirements organizations can avoid failure of their relationships to the customer. However there is no golden formula, the focus should be on capturing the right requirements.

Creating positive first implementation requires team approach

As experienced hoteliers know, a first impression sets the tone for an entire stay. When a positive impression is created, everything trends to go well thereafter.

The following page gives an insight into how the hotels can ensure that a positive first impression is created consistently and effectively. This can be done by taking care at the following touch points:-

Reservations

Train your staff to obtain and enter accurate contract information of their guests who are going to arrive.

Front Desk

Make sure all associates services the arrivals to identify repeat guests the might recognize and later be able to great by name.

Make sure that every guest in properly greeted upon arrival with welcoming statement, deliver sincerely with a warm smile and eye contract.

Guest Services

Make sure door staff stays in position even during slower periods. Ensure that the staff extends hospitality to all guests, including greeting every one they pass in room corridors and public areas.

Train your staff on effective verbal communication techniques including inflection and energy.

Benefits and Packages

It becomes convenient for the guest to avail of the benefits if they are told about them in advances. The packages has been prepared with lot of hard work and thinking, to make it a real success the guests should know about the benefits so that they can after they leave advertise for hotel, through verbal comments on the packages.

- Retention of the hotel in the minds of the customers in terms of their services, ambiences and image has to be constantly reminded to them, and for that, the hotels have to resort to serious advertisement and image enhancing campaigns.
- All the 3 hotels have more than 1000 employees, working for them providing services shift wise. They have come out with the "different packages" which will provide better customer services.

Every business customer relationship makes good sense to be successful in making each individual customer as profitable as possible. We need to understand their value and growth potential. Good customer relation allows us to keep customers happy and satisfied and they will keep coming back to us, and for this we need to respond quickly to their unique needs and behavior. The better we know our customer, the more efficiently/effectively we can customize the offerings and thus make more profits.

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