PROJECT REPORT

EXPLORATORY STUDY OF CONSUMER SATISFACTION IN BUDGET CLASS HOTEL IN DELHI & NCR
This is a Project which is concern about the customer satisfaction in Budget class Hotel. I did research on the given topic with the help of Data’s which included both primary and Secondary Data.

For Finding out relevant information about the project I had to search through every possible source from where I could have found out relevant data’s about the assigned topics.

My experience while working on the project is as such which led me to understand more about the topic.
ACKNOWLEDGEMENT:

I gratefully thank who guided me in my quest for the completion of this project?

He gave my all the important information required for the project. Without his help the project would not have been possible.

I am also thankful to all the people in different Hotels who have given their support and suggestions to improve the project.
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Tourism is travel for recreational, leisure, or business purposes. The World Tourism Organization defines tourists as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.

Tourism has become a popular global leisure activity. After slowly recovering from the contraction resulting from the late-2000s recession, where tourism suffered a strong slowdown from the second half of 2008 through the end of 2009, and the outbreak of the H1N1 influenza virus, international tourist arrivals surpass the milestone 1 billion tourists globally for first time in history in 2012. The International tourism receipt grew to US$1.03 trillion (€740 billion) in 2011, corresponding to an increase in real terms of 3.8% from 2010. In 2012, China became the largest spender in international tourism globally with US$102 billion, surpassing Germany and United States. China and emerging markets significantly increase their spending over the past decade with Russia and Brazil as significant examples. Tourism is important and, in some cases, vital for many countries. It was recognized in the Manila Declaration on World Tourism of 1980 as
"an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international relations." Tourism brings in large amounts of income in payment for goods and services available, accounting for 30% of the world's exports of services, and 6% of overall exports of goods and services. Tourism brings a lot of opportunities to the economic sector which are associated with tourism. These service industries include transportation services, such as airlines, cruise ships, and taxicabs; hospitality services, such as accommodations, including hotels and resorts; and entertainment venues, such as amusement parks, casinos, shopping malls, music venues, and theatres.

India is the land of diverse cultures and rich heritage one can find an excess of tourist attraction in India. Be it the perfect TajMahal the exotic or the towering qutub minar Indian spots a range of striking places to explore. To cater to this rising demand of tourist in India, there are a number of options to choose from hotel in India. Luxury and deluxe hotels in India cater to discerning travelers, while the business Hotel of India other business travelers a home away from home. Budget hotel in India are ideal for the budget conscious traveler and cheap the hotel in India after affordable the accommodation for backpackers and tourists on a shoestring budget looking for cheap accommodation in India whether you’re in India on business or for pleasure you’re sure to find a hotel that suits your preference.

Families traveling together and budget travelers can also find comfortable in the several budget hotels in India. Student and backpackers will also find accommodation to suit their packet in economical hotel in India.
Present Scenario of Tourism in India:

The tourism industry of India is economically important and grows at a very high speed. The World Travel & Tourism Council calculated that tourism generated INR6.4 trillion 6.6% of the nation's GDP in 2012. It supported 39.5 million jobs, 7.7% of its total employment. The sector is predicted to grow at an average annual rate of 7.9% from 2013 to 2023. This gives India the third rank among countries with the fastest growing tourism industries over the next decade. India has the large medical tourism sector which is expected to grow at an estimated rate of the 30% annually to reach about ₹95 billion by 2015.

According to provisional statistics 6.29 million foreign tourists arrived in India in 2011, an increase of 8.9% from 5.78 million in 2010. This ranks India as the 38th country in the world in terms of foreign tourist arrivals. The domestic tourist visits to all states, and Union Territories numbered 850.86 million. The most represented countries are the United States (16%) and the United Kingdom (12.6%). In 2011 Maharashtra, Tamil Nadu and Delhi were the most popular states for foreign tourists. Domestic tourists visited the states Uttar Pradesh, Madhya Pradesh most frequently. Chennai, Delhi, Mumbai and Agra have been the four most visited cities of India by foreign tourists during the year 2011. Globally Chennai is at no.41 which is ranked by the number of foreign tourists, while they have ranked Delhi at 50, Mumbai at 57 and Agra at 65 and Kolkata at 99.

The Travel & Tourism Competitiveness report ranks India 65th out of 144 countries largely. The report ranks the price competitiveness of India's tourism sector 20th out of 144 countries. It mentions that India has quite good air transport particularly given the country’s stage of development, and
reasonable ground transport infrastructure. Some other aspects of its tourism infrastructure remain somewhat underdeveloped however. The nation has very few hotel rooms per capita by international comparison and low ATM penetration.

The Ministry of Tourism designs national policies for the upgrading and upliftment of tourism. In the process, the Ministry consults and collaborates, with other stakeholders in the sector including various the Central Ministries/agencies, state governments, the Union Territories and the representatives of the private sector. Concerted efforts are being made to promote new forms of tourism such as rural, cruise, medical and eco-tourism. The Ministry also maintains the Incredible India campaign. India's a rich history and its cultural and geographical mixture makes its international tourism application large and diverse. It presents a heritage and cultural tourism along with medical, business, educational and sports tourism.

Tourism in India has seen exponential growth in the recent years. According to official estimates the Indian tourism industry has outperformed the global tourism industry in terms of growth in the volume of foreign tourists as well as in terms of situations for both abroad and home travelers. Tourism main motive is to make the foreign traveler understand the culture and diversity of India and its revenue system.

In 2006, India’s share had been 0.8% of the world market travel and tourism market. This share has risen from 0.6% in 2001, registering a 13% CAGR as against 8% CAGR for the world during the same period. Further, WTO has forecast the Travel & Tourism Industry in India to grow by 8% per annum, in the real terms, between 2008 and 2016. The Foreign the
exchange earnings from tourism alone could show annualized growth of 14% during a same period.

Despite of the increasing of the Asian market, the total share of India in world tourist arrivals remains a modest 0.8%, whereas international arrivals to India have seen somewhat of a theatrical turn around since 2002 when a temporary failing trend was upturned vigorously. This turnaround was the outcome of several factors such as Government of India’s “Incredible India” campaign high visibility afforded to India by its economic success, the tourism industry’s constant search for new destinations, and to some extent improvement in infrastructure in specific areas? The arrival of the total foreign tourist in India in 2005 was around 3.92 million, which is registered a CAGR of 18.1% over 2002-2005 world tourist arrivals and a growth of barely 4.76% on a well-built base.

The Competitiveness Report notes that India has key strengths, linked mainly to cultural endowments. For instance India ranks 7th in terms of number of World Heritage sites. The country also benefits from excellent price competitiveness, and ranks 6th overall in this category. Low ticket taxes and airport charges as well as low prices in the economy as a whole contribute to India’s price competitiveness.

It is imperative to point out that India has the advantage of a strong domestic tourism base which was in excess of 200 million tourists in 2006. This base is likely to grow on the back of a rapidly rising middle class with increased incomes and awareness levels and is not greatly affected by the Competitiveness ranking which is primarily a comparison with other countries.
Hence the despite low rankings on the Competitiveness scale, it emerges that an India can leverage its higher rankings in the certain categories to exploit its tourism potential over the next decade with appropriate planning and sensitivity towards an environment. States such as Gujarat has a lot of historical monuments and attractions which can also be taken into consideration for the maximum tourist flows.

**Hospitality Sector:**

The hospitality industry is a broad category of fields within the service industry that includes lodging, restaurants, event planning, theme parks, transportation, cruise line, and additional fields within the tourism industry. The hospitality industry is a several billion dollar industry that mostly depends on the availability of leisure time and disposable income. A hospitality unit such as a restaurant, hotel, or even an amusement park consists of multiple groups such as facility maintenance, direct operations (servers, housekeepers, porters, kitchen workers, bartenders, etc.), management, marketing, and human resources.

Usage rate or its inverse "vacancy rate" is an important variable for the hospitality industry. Just as a factory owner would wish a productive asset to be in use as much as possible (as opposed to having to pay fixed costs while the factory isn't producing), so do restaurants, hotels, and theme parks seek to maximize the number of customers they "process" in all sectors. This led to formation of services with the aim to increase usage rate provided by hotel consolidators. Information about required or offered products are brokered on business networks used by vendors as well as purchasers.

In looking various industries, "barriers to entry" by newcomers and competitive advantages between current players are very important. Among other things, hospitality industry players find advantage in old classics
(location), initial and ongoing investment support (reflected in the material upkeep of facilities and the luxuries located therein), and particular themes adopted by the marketing arm of the organization in question (for example at theme restaurants). Very important is also the characteristics of the personnel working in direct contact with the customers. The authenticity, professionalism, and actual concern for the happiness and well-being of the customers that is communicated by successful organizations is a clear competitive advantage.

**Classification of Hotels:**

**Five star Hotels:**

Luxury hotels; most expensive hotels/resorts in the world; numerous extras to enhance the quality of the client's stay. The hotel will accept at least two types of credit cards. In addition to the facilities of a 4-star room, the 5-star rooms have air conditioning that can be regulated individually.

**Four star Hotels:**

First class hotels; expensive (by middle-class standards); have all of the previously mentioned services; has many "luxury" services (for example: massages or a health spa).

**Three star Hotels:**

Middle class hotels; moderately priced; has daily maid service, room service, and may have dry-cleaning, Internet access, and a swimming pool. In addition to the facilities of a 2-star room the 3-star rooms have a private shower and toilet, a desk with a chair, a telephone with direct line, a color television and radio stations.

**Two star Hotels:**

A 2-star hotel is a functionally decorated simple to middle class hotel. Drinks are available and there is a fax machine which guests may use.
In addition to the facilities of a 1-star room at least half of the 2-star rooms have a private shower and toilet and a color television. At least 25% of the rooms should be air-conditioned.

**One star Hotels:**
A 1-star hotel is a good, simple hotel with a standard interior/design. You may expect a hospitable service and clean surrounding breakfast will be available.

All rooms will have a bed with matching bedding, a table with chairs, a cupboard, heating, and a sink with hot and cold running water and soap.

**Budget Class Hotels:**
A home away from home, the budget hotels accommodate customers from upper middle and middle class. Also referred to as Economy Class Hotel, Business Hotels and Discount Hotels, the Budget Hotels support all the modern infrastructural facilities for a comfortable and pleasant stay.
CHAPTER II

RESEARCH METHODOLOGY
**METHODOLOGY:**

**Data Collection:**

Data collection is one of the most important stages in conducting a research. We can have the best research design in the world but if you cannot collect the required data we will be not be able to complete your project. Data collection is a very demanding job which needs thorough planning, hard work, patience, perseverance and more to be able to complete the task successfully. Data collection starts with determining what kind of data required followed by the selection of a sample from a certain population. After that, we need to use a certain instrument to collect the data from the selected sample.

**Data Collection Methods:**

There are many methods to collect data, depending on our research design and the methodologies employed. Some of the common methods are questionnaires, interview and observation.

Generally we can collect data from two sources, primary sources and secondary sources. Data collected from primary sources are known as primary data and data collected from secondary sources are called secondary data.
PRIMARY DATA : Questionnaire, 
               Research, 
               Survey Method, 
               Interview

I used Questionnaire to collect primary data by distrusting the questionnaire in front the Ginger Hotels and Holiday inn Hotels.

SECONDARY DATA : Internet, 
                 Relevant Magazines, 
                 Relevant Books, 
                 Journals, 
                 Newspapers, 

I used Internet, Magazines, Books, Journals and Newspaper to collect my Secondary Data.
OBJECTIVE

- To study the concept of low budget hotel.
- To study the facilities & services provide by the low budget hotel.
- To study the policies use by low budget hotel in India.
- To study the applications of those concepts in ginger hotel.
- To identify the growth of budget hotel in India.
- To study the benefits resulting by ginger hotels after following.

LIMITATIONS:

- Difficulties in collecting of first hand data.
- It’s difficult to access the supervisory data.
- Constraints of time.
- Financial problem.
- Lack of co-operation between the researcher and the data giver.
CHAPTER III

BUDGET CLASS HOTELS
Delhi also knows as national capital territory of India- is a metropolitan region of India. With a population of 22 million in 2011 are world second most populous cities and largest Indian cities in the area.

A union territory, the political administration of the NCT of Delhi today more closely resembles that of a state of India, with its own legislature, high court and an executive council of ministers headed by a Chief Minister. New Delhi is jointly administered by the federal government of India and the local government of Delhi, and is the capital of the NCT of Delhi. Delhi is India's only city-state.

Delhi has been continuously inhabited since the 6th century BC. Through most of its history, Delhi has served as a capital of various kingdoms and empires. It has been captured, ransacked and rebuilt several times, particularly during the medieval period, and the modern Delhi is a cluster of a number of cities spread across the metropolitan region. This is why Delhi is sometimes called the City of cities.

The National Capital Region (NCR) in India is the designation for the conurbation or metropolitan area which encompasses the entire National Capital Territory of Delhi, which includes New Delhi, as well as urban areas.
surrounding it in neighboring states of Haryana, Uttar Pradesh and Rajasthan.

**BUDGET HOTELS:**

Accommodation with standardized and limited services at usually affordable prices.

A home away from home, the budget hotels accommodate customers from upper middle and middle class. Also referred to as Economy Class Hotel, Business Hotels and Discount Hotels, the Budget Hotels support all the modern infrastructural facilities for a comfortable and pleasant stay.

**BUDGETS CLASS HOTELS IN DELHI:**

- Ginger Hotels
- Hotel Grand Plaza
- Hotel Metro Heights
- Hotel Intercity
- Hotel Garden View
- Hotel Castle Blue
- Hotel Woodland
CASE STUDY ON GINGER HOTEL:

GINGER HOTELS:

Roots Corporation Limited (RCL) is a subsidiary of The Indian Hotels Company Limited (IHCL). Incorporated on December 24, 2003, RCL operates the first-of-its-kind category of Smart Basics hotel chain across the country.

IHCL operates Taj Hotels, Resorts and Palaces, one of South Asia's largest and finest groups of hotels. The company was incorporated on 1902 by the founder of the Tata Group, Mr. Jamsetji Nusserwanji Tata and opened India's first luxury hotel, The Taj Mahal Palace Hotel, Mumbai in 1903.

Launched in June 2004, the Smart Basics concept created a revolution in the world of Indian hospitality. A GenNext category of hotels, they signify simplicity, convenience, informality, style, warmth, modernity and affordability. The concept was developed in association with renowned corporate strategy thinker, Dr C. K. Prahalad, and the hotels have been indigenously designed and developed by IHCL.

The first of the Smart Basics hotel was launched in Bangalore and was called IndiOne. Having completed the test marketing of the concept and subsequent fine-tuning of the hotel facilities and services, the Smart Basics
concept is now ready to roll out across India. These hotels have been launched with a new name – Ginger Hotels – in sync with the fresh, simple-yet-stylish and warm world of Smart Basics.

The Ginger Hotels are built around a unique concept that provides facilities to meet the key needs of today's traveler, at surprisingly affordable rates. They have created a new category in the domestic hospitality landscape, while giving a major boost to Indian tourism and other ancillary industries. The primary objective behind the launch of these hotels is to provide a superior product offering and consistent experience to travelers, beyond the present offerings in the industry.

COMPANY BACKGROUND AT HOTELS:

Roots Corporation profile

Roots Corporation Limited (RCL) is a wholly-owned subsidiary of The Indian Hotels Company Limited (IHCL). Incorporated on December 24,
2003, RCL operates the first-of-its-kind category of Smart Basics™ hotels across the country.

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<th>Value added services</th>
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<td>Taxi and traveler’s van service</td>
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SAFE ZONE:

Keep your valuables safe and secure in the state-of-the-art security systems Ginger has installed for you. All rooms have electronic tamper-proof locks.
You also have the option of using the digital safes at the Give 'n' Take™ counter, at a very nominal charge.
GIVE N TAKE:

Keep your valuables safe and secure in the state-of-the-art security systems Ginger has installed for you. All rooms have electronic tamper-proof locks. You also have the option of using the digital safes at the Give 'n' Take™ counter, at a very nominal charge.

GYMNASIUM:

At Ginger, we realize the importance of exercise as a stress buster and as part of a healthy lifestyle. All our hotels have well-equipped gymnasiums with treadmills, exercises, boxing bags, weights, etc. Please help yourselves!

MEETING ROOM:

Conduct your meetings and presentations at Ginger's capacious conference rooms. Our meeting rooms seat about 8-10 people with boardroom style seating, Wi-Fi connectivity and audio-visual equipment. You need to inform us in advance if you wish to hire a conference room.

NET ZONE:

Stay connected to your favorite sites in cyberspace with our high-speed internet connection at Net Zone. For those who want to avail of Wi-Fi connectivity, we offer Wi-Fi cards on sale at the reception.
CURRENCY EXCHANGE:

Ginger hotels have a currency exchange facility where all major currencies and traveler’s cheques can be exchanged.

WATER DESPENSER:

Quench your thirst with the complimentary bottle of mineral water in the mini fridge in your room and, when you need a refill, just walk down to the water dispenser on your floor.

VENDING MACHINES:

Vending machines have been installed at all Ginger locations. These machines are equipped with an array of products ranging from juices to toiletries. This 24-hour service will save you the trouble of stepping out of the hotel for a purchase.

BENEFITS DERIVED BY GINGER HOTELS:

In times of economic slowdown, there is a huge and publicly-recognized opportunity for budget hotels to capitalize upon the opportunity and take business from prime hotel brands as businesses both large and small seek to scale down their costs and downsize their hotel spend.
In the budget hotel sector, however, the primary competition is not so much the larger and more expensive brands such as Hilton, Holiday Inn, Ramada, Radisson etc., but the private sector bed-and-breakfast and private hotel sector which amazingly represents 80%. Budget brands such as Premier Inn, Travelodge and easy Hotel recognize this and are basing their growth strategies upon it.

The privately owned hotel/bed-and-breakfast sector is particularly vulnerable to branded budget hotel competition because it does not deliver a reliable experience and quality level across different hotels across the country, or even on the same street. Premier Inn, Travelodge and easy Hotel have recognized this and their core growth strategy is to take market share from the private hotel sector by offering a value proposition with a known and reliable quality and level of service at the end of the guest’s journey. The uncertainty is removed and a consistent value proposition delivered.

Budget hotels also offer the investor a low price point per room. Some buy-to-let hotel rooms are available at Low-cost hotel rooms can offer the same yield or better as premium hotel brands that could cost the investor between four and ten times as much as a budget hotel room.
Reselling budget hotel rooms could also be quicker and easier than the already proven resell market for larger hotel rooms due to their lower price point. If purchasing a hotel room off-plan, then the off-plan period is often much shorter for a budget hotel (at around one year) than for a resort-based hotel room or premium brand (that could be between two years and five years away) meaning the investor gets income and capital growth sooner. Lower cost, budget hotel rooms also permit the investor to diversify across more schemes than they would have been able to do if purchasing more expensive rooms (unless the investor purchased larger hotel rooms through syndicates to divide up the cost between several investors). Investing in budget hotels, therefore, allows the investor to benefit through income and capital growth from the potential economic slowdown, possible recession even, the credit crunch effects and even inflation itself as all hotel rates rise over the next few years.
CHAPTER III

DATA ANALYSE
Questionnaire Based Analysis:

Name:

Sex:

Age:

Address:

City:

Room No:

Telephone No:

Email ID:

How satisfied are you following aspects of Ginger?

1. What was the Primary Purpose of your Stay?
   Business    Holiday
As per the survey done, it has been observed that the primary purpose of the staying by tourist was basically for business purpose; where by 60% was for business and 40% was for Holiday.

2. Reservations

**Ease/Convenience of reservations**

A) Excellent  
b) Very Good  
C) Good  
b) Fair  
e) Needs Improvement
The survey shows that 30% of the tourist was unhappy with the reservation system, which is a huge percentage if compared with the other given categories.

3. Rooms Ready on Arrivals
   a) Excellent
   b) Very Good
   c) Good
   d) Fair
   e) Needs Improvement
34% says that they were satisfied with the room ready on the arrival. 33% are saying good and rest other say 11% each.

4. Overall Ambience of the Hotel
   
   **Ambience of the Lobby**
   
   a) Excellent
   
   b) Very Good
   
   c) Good
   
   d) Fair
   
   e) Needs Improvement
10% of the tourist marked themselves in the category where by wanted improvements of the lobby, another 40% says they had average experience.

**Ambience of the Room**

a) Excellent  
b) Very Good  
c) Good  
d) Fair  
e) Needs Improvement
10% of the clients say that they want improvement in the ambience of the room.

5. Quality of Hotel Staff

**Polite & Courteous Staff**

a) Excellent
b) Very Good
c) Good
d) Fair
e) Needs Improvement
40% says that their experiences with the hotel staffs were of average level, and only 10% said that they had an excellent experience.

6. In Room Facilities:

**Availability of Hot/Cold Water in Bathroom**

a) Excellent
b) Very Good
c) Good
d) Fair
e) Needs Improvement
Above pie chart shows that 20% clients says Excellent, Very good & Needs improvement. But 30% clients say Good & 10% says fair. The mostly clients have good experience with hot & cold water facilities.

**Telephone**

a) Excellent  
b) Very Good  
c) Good  
d) Fair  
e) Needs Improvement
The above chart shows the Telephone facilities is 40% Excellent, 30% say Good, and others are 10% each. Means most of the clients are happy with the telephone facilities.

7. Restaurant / Food

**Quality & Taste of food & Beverages at the Restaurant**

a) Excellent  
b) Very Good  
c) Good  
d) Fair  
e) Needs Improvement
The above pie chart shows that only 30% of the clients say are satisfied with the services quality and marked the services provided as of average nature.

8. Business Aiding / Add on Facilities

**Internet / Wi-Fi**

a) Excellent

b) Very Good

c) Good

d) Fair

e) Needs Improvement
30% of the client said that they had good experience with the Wi-Fi and internet facilities provided by the hotels.

9. Housekeeping
   a) Excellent
   b) Very Good
   c) Good
   d) Fair
   e) Needs Improvement
From the above presented pie chart it could be analyzed that the housekeeping facilities of the hotel are of very good nature, 10% of the average said that improvements is needed.

10. Check-Out Facilities

Accuracy of Bills

a) Excellent
b) Very Good
c) Good
d) Fair
e) Needs Improvement

![Accuracy of Bills Pie Chart]

Above pie chart shows that the checkout facilities (Accuracy of Bills) of the hotels are being appreciated by the clients whereby 30% of the share from the average no. of clients says that they had excellent experience.
CONCLUSION:

✓ Hotel Industry in across the globe needs to give a greater in-depth thought to branding their products and services to reap the benefits of changing customer needs.

✓ The Hotel Industry as a whole must continue to ensure Customer Satisfaction and Loyalty and thus make all efforts to retain customers.

✓ Hotels must be given a higher ratio of importance as future trends signify that the mentioned sector will be a cash cow for the investors.

✓ Innovation is also proposed as a key to success in the Hotel industry currently and also for the future as competition is growing rapidly. So, it will be a good idea to establish theme restaurants with variety of cuisines.

✓ Ensuring exceptional guest care by each and every employee should be the norm. To ensure this, flatter structures are recommended to stimulate communication process and close working as a team.

✓ Staff levels must be offered better pay packages since they are the ones in direct contact with your customers. Competitive pay packages will also help in retention of staff and better services to the customers.
RECOMMENDATIONS:

My recommendations for the above survey are that there should be more security and safety measures which should be undertaken especially for foreign tourists. Secondly, there should be more facilities which should be brought about according to the rates of the hotel rooms, thirdly check-in processes should be available 24*7 so that travelers do not face much problem. Fourthly, sanitation should be maintained in and around the environment of the hostels. Fifthly, the localities’ around the hotels should be helpful and friendly.
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