



CUSTOMERS' PREFERENCE OF STAR HOTELS TOWARDS SERVICES, IN CHENNAI CITY - AN ANALYSIS

K.KUMAR

*Ph.D Scholar, Department of Commerce,
Annamalai University, Annamalainagar-608 002*

Dr. D. VIJAYARANGAM,

*Assistant Professor, Commerce Wing – DDE
, Annamalai University, Annamalainagar-608 002*

ABSTRACT

The growth of the hotel industry in India and other parts of the world. Star Hotel is one of the most important commercial activities of the modern economy. The relationship between the hotel and tourism industries is also explained with reference to the diverse profile of the present day client, who could be travelling for business, vacation, pleasure, adventure, or even medical treatment. An overview of hotels and their core departments is also provided for an overall understanding of hotel operations. The customers of the hotels are the ones who are in the best position of judging all these questions since they are the important link between the hotel domestic and foreign Travel customers and the end customer – most of having a birds eye view of the whole hotel industry scenario. The research seeks to study and analysis these aspects from the perspective of the customers perception about the star hotel services come up with recommendations.

Finding of the study has increasing customer satisfaction through quality of star hotel Services. The preference of Star hotel is based on performance and services dependent on their ability to satisfy customers efficiently and effectively.

Key Words: Hotel Industry, hospitality industry, Traveller, Tourism, Star Hotel, Star Hotel Services, Customers preference.