



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

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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.

Introduction

The hotel industry is among the oldest commercial activities in the world. It is, in fact, an integral part of the larger business enterprise known as hotel and tourism, which provides a wide range of star hotel

related services, such as modes of travel, accommodation, food and drinks, recreational activities, and other facilities required by the modern age traveller. Hospitality seems to be a glamorous industry, but not many know that a tremendous amount of hard work goes behind the sheen and glitter that meets the eye.

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.

Hotel refers to the relationship between a guest and a host, and it also refers to the act or practice of being hospitable. It includes cordial reception and entertainment of guests, visitors, or strangers. Hospitality is also known as the act of generously providing care and kindness to whoever is in need.

The hospitality industry is an umbrella term for a broad variety of service industries, including, but not limited to, hotels, restaurants, casinos, catering enterprises, resorts, and clubs. The industry is very diverse and global, and is greatly impacted by fluctuation within the economy as also by various happenings across the world.

Growth of the Hotel Industry

The origin and development of the hotel industry is a direct outcome of hotel and tourism. There are many reasons for which a person may travel business, pleasure, further studies, medical treatment, pilgrimage, or any other reason. When a person travels for a few or more days, he may carry his clothes with him, but it's not possible for him to carry his food and home. Thus, two of his three basic needs – food and shelter – are not taken care of when he is travelling. This is where the hotel industry steps in.

Mission of Hotel Association of India

Peter Drucker, famous management guru, had posed three business questions, which are now classic.

- What is our business?
- What is our customer?
- What does our customer consider valuable

A hotel is a business organization with the main aim of providing clean, comfortable, and safe accommodation and meals to travelers and customer at a cost. Customer consider Preference various criteria valuable before finally selecting a hotel, such as cleanliness, safety, comfort, room rates, friendly staff, quality, service standards, distance from places of interest, and so on.

The hotel customer receives a wide variety of services and facilities from the hotel. The carry out all the functions effectively and efficiently, the hotel should have a well-organized structure.

Vision of Hotel Industry

Corporate vision is a short, succinct, and inspiring statement of what the organization intends to become and to achieve at some point in the future, often stated in competitive terms. It concretely describes how a company sees itself in the future, and therefore must be realistic and attainable. Vision refers to the category of intentions that are broad, all-inclusive, and forward – thinking,. It is the image that a business must have of its goals before it sets out to reach them. It describes aspirations for the future, without specifying the means that will be used to achieve those desired ends.

Classification of Star Hotels in India

Hotels provide accommodation, along with services like food and beverages, and facilities like recreation, conference, and training arrangements, and organization of official or private parties. Each hotel has unique features associated with it. The features may be its location; number of guest rooms; special services such as concierge, travel assistance, and valet parking; facilities such as specialty restaurants bars, business meeting venues, swimming pool, and so on. The diversity in services and facilities provided by each hotel makes it quite difficult to have any single basis of classification of hotels, and if we classify them on different criteria there will be some hotels which will fall into more than one group. The criteria on which star hotels are detailed classification of hotels is provided in Table-1.

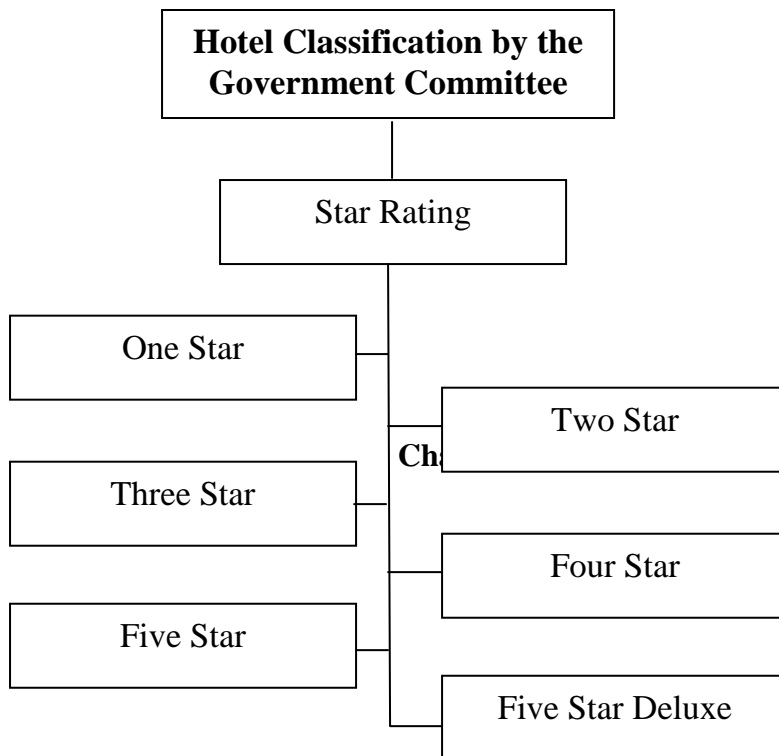
Table -1: Classification of hotels and other types of lodging

CLASSIFICATION OF HOTELS AND OTHER TYPES OF LODGING							
Standard classification (by the government committee)	Size	Location	Clientele	Duration of Guest Stay	Level of Services	Ownership	Alternative Accommodation
One star	Small	Downtown	Commercial	Commercial	Upmarket	Propriety ownership	Sarai
Two star	Medium	Suburban	Transient	Resort	Mid-market	Franchise	Dharamshal
Three star	Large	Airport	Suite	semi-residential	Budget	Management contract	a Dak bungalow
Four star	Very Large	Resort	Residential	Residential		Time-share	Circuit house
Five star		motel	B & B			Condominium	Lodge
Five star deluxe		Floatel	Hotel				Yourth hostel
			Time-Share				

Source: By the Government Committee

One-star Hotels

These properties are generally small and independently owner with a family atmosphere. There may be a limited range of facilities and the meal may be fairly simple. For example, lunch may not be served or some bedroom may not have an en suite bath or shower. However, Maintenance, Cleanliness, and comfort would be of an acceptable standard



Source: Classification of hotels by the government committee

Two-star Hotels:

In this class, hotels will typically be small to medium-sized, and offer more extensive facilities than one-star hotels. Guests can expect comfortable, well-equipped overnight accommodation, usually with an en suite bath or shower. Reception and other staff will aim for a more professional presentation than at the one-star level and will offer a wider range of straightforward services, including food and beverages.

Three-star Hotels:

At this level, hotels are usually of a size to support higher staffing levels as well as a significantly higher quality and range of facilities than at the lower star classifications. Reception and other public areas will be more spacious, and the restaurant will normally also cater to non-residents. All bedrooms will have an en suite bath and shower, and will offer a good standard of comfort and equipment, such as a direct-dial telephone and toiletries in the bathroom. Besides room service, some provisions for business travelers can be expected.

Four-star Hotels:

Expectations at this level include a degree of luxury as well as quality in the furnishings, décor, and equipment in every area of the hotel. Bedrooms will also usually offer more space than at the lower star levels. They will be well-designed with coordinated furnishings and décor. The en suite bathrooms will have both a bath and shower. There will be a high staff to guest ratio, with provisions of porter service, twenty-four hour room service, and laundry and dry-cleaning services. The restaurant will demonstrate a serious approach to its cuisine.

Five-star Hotels:

Five star hotels offer spacious and luxurious accommodations throughout the hotel, matching the best international standards. The interior design should impress with its quality and attention to detail, comfort, and elegance. The furnishings should be immaculate. The service should be formal, well supervised and flawless in its attention to guests' needs, without being intrusive. The restaurant will demonstrate a high level of technical skill. The staff will be knowledgeable. Helpful and well versed in all aspects of customer care, combining efficiency with courtesy.

Scope of the Study

The study has academic and practical significance. It will help the academicians and researcher to develop new ideas for further studies. The present study on customers' preference of star Hotel services will also be useful to hotel Industry and tourism industry to understand the perception of customers in relation to the star hotel services provide by them. The Hotel industry can further identify the extent to which they are able to maintain customer satisfaction and they can take to improve the quality of services to the customers.

Statement of the Problems

As hotel business environment is becoming more complex, accompanied by increased competition, rapid advanced in technology and supplicated services customers more expectation be it customer, there is an unprecedented rise in hotel business failure today in the service sector. The especially hotel industry is a different grade of star hotel in the services sector which contributes substantially grow them to the GDP of the country. It is now widely accepted that to keep afloat in this scenario hotels have to constantly resort to customers satisfaction to keep one step ahead of the providing service and to guarantee a reasonable return on investment.

Objectives of the Study

1. To analysis the preference of Star Hotel and Star Hotel Services in Chennai City.
2. To offer improve the Star Hotel Services based on the findings of the study.

Methodology

The study based on both primary and secondary data. Primary data have been collected from star hotel customer through Interview scheduled. Secondary data have been collected from books, Journals, news paper and articles.

Sampling Design

The study aims to assess customers' preference of star hotels towards services in the Chennai city. There are 130 Star hotels in Chennai Cty, among them 22 - 5 star, 12 – 4 star, 35 3 star, 27 – 2 star, 34-1 star are total of 130 star hotels. Simple random technique has been used to select the sample respondent for the study. Totally 374 respondents selected from 130 star hotels, in Chennai city.

Statistical Tools

Chi-square tests have been used in the study.

Limitation of the Study

The primary research is confined only to five-star, four star, thee star , Two star, and one star hotels due to time and money constraints and due to lack of systematic data available in budget hotel.

Hypothesis

Null hypotheses: There is no association between preference of star hotels in Chennai City and with all star hotel servicers.

Table – 2 Analysis and Findings
Chi-square test for association between preference of Star Hotel in Chennai and related services.

Star Hotel Service in Chennai City	Opinion of the customers	5 star	4 Star	3 Star	2 Star	1 Star	Total	Chi square Value	P value
Good Customer services	Yes	78 (88.6)	56 (86.2)	76 (88.4)	61 (85.9)	51 (79.7)	322 (86.1)	3.044	0.550
	No	10 (11.4)	9 (13.8)	10 (11.6)	10 (14.1)	13 (25.0)	52 (13.9)		
Service Activities Has Improved the level of Satisfaction	Yes	64 (72.7)	48 (73.8)	69 (80.2)	36 (50.7)	41 (64.1)	258 (69.0)	18.183	0.001
	No	24 (27.3)	17 (26.2)	17 (19.8)	35 (49.3)	23 (35.9)	116 (31.0)		
	Total	88 (100)	65 (100)	86 (100)	71 (100)	64 (100)	374		
Training employees on the importance of customer service	Yes	62 (70.5)	41 (63.1)	59 (68.6)	44 (62.0)	43 (67.2)	249 (66.6)	1.799	0.779
	No	26 (29.5)	24 (36.9)	27 (31.4)	27 (38.0)	21 (32.8)	125 (33.4)		
	Total	88 (100)	65 (100)	86 (100)	71 (100)	64 (100)	374 (100)		
Customer Relationship strategies are increase customer satisfaction	Yes	6 (69.3)	31 (417.7)	64 (74.4)	38 (53.5)	34 (53.1)	228 (61.0)	17.239	0.002
	No	27 (30.7)	34 (52.3)	22 (25.6)	33 (46.1)	3 (46.9)	146 (39)		
	Total	88 (100.0)	65 (100.0)	86 (100.0)	71 (100.0)	64 (100.0)	374		
Delays in delivery of service to customers	Yes	44 (50.0)	36 (55.4)	37 (43.0)	48 (67.6)	24 (37.5)	189 (50.5)	15.190	0.004
	No	44 (50.0)	29 (44.6)	49 (57.0)	23 (32.4)	40 (62.5)	185 (49.5)		
	Total	88 (100)	65 (100)	86 (100)	71 (100)	64 (100)	374 (100)		
Complaint with star Hotel services	Yes	30 (34.1)	38 (58.5)	31 (36.0)	34 (47.9)	27 (42.2)	160 (42.8)	11.603	0.021
	No	58 (65.9)	27 (41.5)	55 (164.0)	37 (52.1)	37 (57.8)	214 (100)		
	Total	88 (100)	65 (100)	86 (100)	71 (100)	64 (100)	374 (100)		

Source: Primary data computed value

Findings

- 1) The preference of star hotel services in Chennai city and good customer services of customers with regard to preference of five star hotels of 78 customers out of 322 are accepted and 4 star hotels of 9 customers out of 52 are not accepted about service. Since p value is greater than 0.05. Hence the null hypothesis accepted with regard to preference of 5 star hotels in Chennai city.
- 2) Preference of star hotel service activities has improved the level of satisfaction of customers preference of 3 star hotel of 69 customers out of 258 are satisfied and 2 star hotel of 35 customers out of 116 are not accepted above service since p value is less than 0.01 is registered at 1 per cent level of significant.
- 3) The preference of star hotel in Chennai and training employees on the important of customer service with regard to preference of 5 star hotel of 62 customers out of 249 are accepted the services. The preference 3 star and 2 star hotels of 27 and 27 customer out of 125 customers are not accepted the service. Since p value is greater than 0.05.
- 4) The preference of star hotel in Chennai city and customer relationship strategies are increase customer satisfaction. Preference of 3 star hotels of 64 customers out 228 are satisfied and 4 star hotel of 34 customers out of 146 higher level of customers are not satisfied the above services. Since p value is less than 0.01 is rejected at 1 per cent level of significance.
- 5) The preference of star hotel in Chennai and delays in delivery of service to customers. Preference of 2 star hotel of 48 (67.6%) customers out of 189 customers are satisfied and 49 (57%) of customers are not level of satisfied. Since p value is less than 0.01 is rejected at 1 per cent level of significance.
- 6) The preference of star hotels in the study area and complaint with star hotel services. The preference of customers in the 2 star hotels of 34 (47.9%) customers is satisfied and 58 (65.9%) customers are not satisfied above services. Since p value is less than 0.05 is rejected at 5 per cent level of significance.

Conclusion

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 bird's 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.

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