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## DEMAND DRIVER OF HOTEL INDUSTRY - A STUDY WITH REFERENCE TO DIMAPUR DISTRICT OF NAGALAND

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### ABSTRACT

*The Indian hospitality industry has emerged as one of the key industries driving growth of the service sector. The fortunes of the hospitality industry have always been linked to the prospects of the tourism industry and tourism is the foremost demand driver of the hospitality industry. The growth of any hotel or hotel industry depends on two pillars such as growth driver and the performance. A number of factors have acted together to produce a great demand for hotel or hotel's product. The present study intended to identify the demand driver of hotel industry, which contributes to the growth of hotels industry with reference to Dimapur district of Nagaland. A descriptive and exploratory survey will be used to ascertain the characteristics of variables based on quantitative data both from primary and secondary sources. The study revealed that Inflow of Tourist, Economic growth, Standard of living, Infrastructure Facilities, Urbanisation and Profitability are the leading demand driver for the growth of hotel industry.*

### KEYWORDS

Dimapur, growth driver, tourist inflow, economic development.

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L83

### INTRODUCTION

Hospitality industry is one of the fastest growing industries in the current scenario of any economy, contributing significantly to the country's gross domestic product (GDP) and foreign exchange earnings (FEE). It is also linked with other industries such as transportation, food & beverages, handicrafts and infrastructure, which further aids in the growth and development of the country. The demand of hotel industry has been increased in recent times due to the advent of technological progress particularly through higher capacity cruise ships and aircrafts, computerized reservation system, better road and transport facilities, all have played key roles in the global growth of hotel industry and now-a-days tourists want highly specialized as well as customized services from hotel industry. Thus, the industry has been a cause as well as beneficiary of the overall economic development of India due to its forward as well as backward linkages. It has evolved into an industry, as it is sensitive to the needs and desires of people. Fortune of the hospitality industry has always been linked to the prospects of the tourism industry and tourism is the foremost demand driver of the hospitality sector.

The growth of any hotel or hotel industry depends on two pillars - one is growth driver and the other one is performance. Growth driver is that which influence the business to grow, expand over the period of time. The pervasive influence of the travel and tourism, the infiltration of national and international attitudes and increasing leisure associated with higher income groups have made the environment more conducive for the growth of hotels. A number of factors have acted together to produce a great demand for hotel or hotel's product. The main factors are -

- a. Increasing population.
- b. Rapid urbanisation and growth of cities.
- c. Broader parameters of tourism.
- d. Proliferation of economic transactions and interaction, sports and recreational facilities.
- e. Proximity to other large towns and easy accessibility.
- f. Development of transport.
- g. Adoption of information technology in the business world.
- h. Strong industrialization and urbanization.

### LITERATURE REVIEW

In terms of demand, there was lot of research work in multiple countries across the world recently. **Song, Lin, Witt, and Zhang (2011)** suggested a model of hotel room demand affected by the income of origin markets, relative prices and economic crisis. They found that the income, relative price and economic crisis are three key factors what have determined the demand for hotel rooms in Hong Kong. **Canina and Carvell (2005)** studied hotel demand in 22 metropolitan markets during 48 quarters from 1989 to 2000 and found that income is inelastic to the hotel demand. Hotel demand decreased when the room rates increased and other relative prices decreased. **Hiemstra and Ismail (1993)** analyzed the effects of taxes on lodging demand whereas **Palakurthi and Parks (2000)** focused on socio-demographic factors (gender, occupation, age, and income) on lodging demand. **Wheaten and Rossoff (1998)** used 1969-1994 data and time series to estimate the relationship between demand, supply, price, and income. They found that in the long run the GDP was closely related with hotel room demand; the room rates are low (high) when room demand runs faster (slower) than economic growth.

Urbanization is recognized as fundamental to the multidimensional structural transformation that low-income rural societies undergo to modernize and to join the ranks of middle and high income (**Spence et al., 2009**). The relationship between urbanization to level of economic growth is universally accepted (**Kasarda and Crenshaw, 1991**). **Landes (1969)** and **Williamson (1987)** found that situated urbanization as an essential ingredient in modernization. **Burgess and Venables (2004)** noted that urbanization is one of the clearest features of the development of manufacturing and service activity. Similarly, **Kasarda and Crenshaw (1991)** pointed out a society continues to generate surplus, it enhances the capability of shifting economic activities to technologically advanced production techniques, which also necessitates spatial concentration of consumer markets, labour, and related activities. Furthermore, according to **Burgess and Venables (2004)**, the discussion of urbanization is absent from economic analysis of growth and development. Hotel development is influenced by the role of urbanization since hotel industry is part of service activity.

**OBJECTIVE OF THE STUDY**

The main objective of the study is to identify the demand driver for the growth of hotel industry in Dimapur Town of Nagaland.

**METHODOLOGY OF THE STUDY****STUDY DESIGN**

A descriptive and exploratory survey has been used to ascertain the characteristics of variables based on quantitative data both from primary and secondary sources.

**DATA SOURCE AND PERIOD OF STUDY**

Data was collected mainly from secondary sources, which were mainly from both published and unpublished report. The period of study is from 2006 to 2015 i.e. 10 years.

**LIMITATION OF THE STUDY**

The study considers only few demand drivers for the growth of hotel. Moreover the study considers only the Dimapur area for the study purpose.

**ANALYSIS****DEMAND DRIVER OF HOTEL INDUSTRY**

Literature review showed that the Inflow of Tourist, Economic growth, Standard of living, Infrastructure Facilities, Urbanisation and Profitability are factors leading demand driver for the growth of hotel industry.

**INCREASED TOURIST MOVEMENT**

Inflow of tourist, which is widely believed to be the major driving force that propels the country's hotel industry. The hotel industry in India thrives largely due to the growth in tourism and travel. Due to the increase in tourism with rising foreign and domestic tourists, hotel sector is bound to grow.

**Table 1.1: Tourist Inflow in Nagaland from 2006-2015**

Year	Domestic	Absolute change	Percentage increase over previous year (%)	Foreign	Absolute change	Percentage increase over previous year (%)
2006	15,850	-	-	576	-	-
2007	22,085	6235	39.34	936	360	62.5
2008	21129	-956	-4.33	1219	283	30.24
2009	20953	-176	-0.83	1423	209	16.74
2010	21094	141	0.67	1132	-291	-20.45
2011	25000	3906	18.52	2000	868	76.68
2012	28945	3945	15.78	2,173	173	8.65
2013	35,638	6693	23.12	3,304	1131	52.05
2014	58,507	22869	64.17	2,585	-719	-21.76
2015	64616	6109	10.44	2,796	211	8.16

Sources-Statistical Hand Book of Nagaland 2015

As per statistical Hand Book of Nagaland, the available figures show that from 2006 to 2015 the number of domestic tourists has ranged from 15850 to 64,616 while foreign tourists have crossed mere from 576 to 2769. Thus data reveals that inflow of tourist increasing every year inspite of its own constraints due to the general perceptions of security and law and order situation in the state.

**ECONOMIC GROWTH**

The hotel industry is largely determined by the growth of the general economy, which inspire spending confidence in both businesses and households. The hotel industry is cyclical, which means that is business depends on the country's economic growth. During the periods of economic prosperity, disposal income is on the rise. A booming economy allows people to spend money on discretionary items such air travel, so hotel revenue are higher during economic growth and lower during economic contraction.

**Table 1.2: GSDP of Nagaland in Crore INR (from 2006-2015)**

	GSDP of Nagaland in Crore INR										
	05-06	06-07	07-08	08-09	09-10	10-11	11-12	12-13	13-14	14-15	15-16
Constant Prices	6,436	6,938	7,445	7,917	8,463	9,254	10,024	10,671	11,367	12140	15919
Growth rate (%)	-	7.80	7.31	6.33	6.90	9.35	8.32	6.45	6.52	6.80	31.12
Current Prices	6,588	7,257	8,075	9,436	10,527	11,759	13,859	15,676	17,749	20099	20524
Growth rate (%)	-	10.15	11.27	19.85	11.56	11.70	17.86	13.11	13.22	13.24	2.11

Source- Ministry of Statistics and Programme Implementation, Last updated 20 Aug. 2015  
- Statistical Hand book of Nagaland 2010,2014,2015

**Table- 1.3: NSDP of Nagaland (2005-06 to 2015-16)**

	NSDP of Nagaland in Crore INR										
	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
Constant Prices	5,986	6,454	6,978	7,422	7,842	8,587	9,291	9,887	10,522	11,203	14,102
Growth rate (%)		7.82	8.12	6.36	5.66	9.50	8.20	6.41	6.42	6.47	25.88
Current Prices	6,116	6,728	7,477	8,784	9,711	10,850	12,788	14,441	16,328	18,469	18,447
Growth rate (%)		10.01	11.13	17.48	10.55	11.73	17.86	12.93	13.07	13.11	-0.12

Source- Ministry of Statistics and Programme Implementation, Last updated 20 Aug. 2015  
- Statistical Hand book of Nagaland 2010,2014,2015

To analyse the growth of the economy of Nagaland both GSDP and NSDP was considered for the period of 2006 to 2015 both at current as well as constant prices. Data revealed that GSDP and NSDP in constant and current prices have a persistent rise in absolute figures but the percentage growth over the previous year

registered a continuous fall for the period 2006 to 2015. The Gross State Domestic Product (GSDP) of Nagaland was about 15919 crore in 2015-16, from 6436 in 2005-06 at constant price and 20524 in 2015-16 from 6588 in 2005-06 at current price increasing at a compound annual growth rate (CAGR) of around 9.48 percent between 2004-05 and 2015-16. Whereas the Net State Domestic Product (NSDP) of Nagaland has shown an increase from Rs. 5986 crore in 2005-06 to 14102 crore in 2015-16 (at constant 1980-81 prices) and Rs. 6116 during 2005-06 to 18447 in 2015-16 (at current prices) increasing at a compound annual growth rate (CAGR) of around 12.03 percent between 2004-05 and 2015-16.

#### STANDARD OF LIVING

In India the prospects of the hotel industry drives with the change in the spending pattern and perception of the individual towards the hotelling. The foreign tourists as well as the local visitors are now a day's become more demanding due to the increase in the income level and status.

**Table-1.4: Per Capita (GSDP) of Nagaland in Rs. (from 2006-2015)**

Per Capita (GSDP) of Nagaland (in Rs.)											
	05-06	06-07	07-08	08-09	09-10	10-11	11-12	12-13	13-14	14-15	15-16
<b>Constant Prices</b>	35556	37706	39815	41646	43802	47408	59463	61837	67138	71279	76648
<b>Growth rate</b>		6.05	5.59	4.60	5.18	8.23	25.43	3.99	8.57	6.17	7.53
<b>Current Prices</b>	36396	39438	43182	49637	54486	60243	59463	67688	78952	86264	98816
<b>Growth rate</b>		8.36	9.49	14.95	9.77	10.57	-1.29	13.83	16.64	9.26	14.55

Source- Statistical Hand book of Nagaland 2010,2014,2015

**Table-1.5: Per Capita Income (NSDP) of Nagaland in Rs. (from 2006-2015)**

Per Capita (NSDP) of Nagaland (Rs.)											
	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
<b>Constant Prices</b>	33072	35074	37317	39041	40590	43992	51314	53364	58434	62664	67900
<b>Growth rate (%)</b>		6.05	6.40	4.62	3.97	8.38	16.64	4.00	9.50	7.24	8.36
<b>Current Prices</b>	33792	36568	39985	46207	50263	55582	51314	58727	69261	76679	88818
<b>Growth rate (%)</b>		7.59	8.55	13.47	8.07	9.57	-8.32	12.62	15.21	9.67	13.67

Source- Statistical Hand book of Nagaland 2010,2014,2015

The Per Capita Income (PCI) is taken as an indicator of living standard of the people of a particular region. It is an average figure of income, supposed to be received by every individual in the state. The PCI is taken as one of the most important indicator of economic growth in the state/country. The per capita income in the state (both at GSDP and NSDP at constant and current price) increased from 2005-06 to 2015-16.

#### INFRASTRUCTURE FACILITIES

Infrastructure is defined as the physical framework of facilities through which goods and services are provided to the public (Goel, 2002). World Development Report (1994) divides infrastructure stock into economic or physical infrastructure and social infrastructure. Former includes services such as electricity, transport, roads, water system, communications, irrigation etc., while latter includes education and health facilities. Other forms of infrastructure may be identified as institutional infrastructure as banking and civil administration.

**Table-1.6: Infrastructure development of Nagaland – (from 2005-2015)**

##### a) Economic or Physical Infrastructure

	Units	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Road	Km	13368.45	13368.45	14648.68	15078.12	NA	NA	12033	12032.99	NA	NA
Railway	km	12.85	12.85	12.85	12.85	12.85	12.85	12.85	12.85	12.85	12.85
Airways(Flight)	No.	3	3	3	3	3	3	3	3	3	3
Power-Installed capacity	MW	102.7	102.7	102.7	102.7	103.1	103.1	116.8	116.8	140.4	141.04
Banking	No.	91	99	102	109	111	111	146	146	158	161

Sources: Directorate of Economics and Statistics, Kohima, Statistical Hand Book of Nagaland, Various issues.

##### b) Social Infrastructure

		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Health	No.	560	560	560	561	561	561	561	561	574	745
Education	No.	2604	2622	2624	NA	NA	NA	NA	3506	3099	NA
Water supply-village covered	No.	64	86	108	108	94	128	136	104	71	94

Sources: Directorate of Economics and Statistics, Kohima, Statistical Hand Book of Nagaland, Various issues.

The State has been largely successful in developing infrastructure facilities. The table revealed that the total road length (including National Highways, state highways, major district road, village district road and road under broader etc.) of Nagaland in the year 2005-06 was only 13368.45 km which rose to 12032.99 in 2013-14.

Dimapur is the only place of the state where rail and flight services are available. The length of railways in Nagaland is minimal and it remains constant during 2005-06 to 2015-16. The Dimapur airport is a public airport and is operated by the airport authority of India. The runway length of this airport is 7298 feet (2290

meter) with the availability of cargo handling facilities. The government is planning to make a second airport at Kohima. The department of Power, Nagaland, was established in 1964 to provide power supply to public, industry and agriculture sectors and is responsible for transmission, distribution of power in the state. Despite the vast potential, the power generated within the state is quite insignificant. The state is still dependent on the neighbouring states of Meghalaya and Assam for its power requirements. The data reveals that the growth of power generation almost remains same from 2005-06 to 2015-16. As of June 2016, Nagaland had total installed power generation capacity of 141.04 MW, of which 110.37 MW was under central sector and 30.36 MW was under state utilities. Of the total installed power generation capacity, 57.05 MW was contributed by thermal, 53.32 MW by hydro and 30.67 MW by renewable energy. As of March 2016, 94% village in the state had electricity supply. Social infrastructure development of Nagaland is quite impressive in all the respect of health, education and water facilities. There was a persistent increase in numbers from 2005-06 to 2015-16.

**URBANIZATION**

Urbanization refers to the process by which rural areas become urbanized as a result of economic development and industrialization. The term urbanization can represent the level of urban relative to overall population, or it can represent the rate at which the urban proportion is increasing (United Nations, 2010). Hotel development is influenced by the role of urbanization since hotel industry is part of service activity. Population, economic, geographical landscape and social cultural dimensions were identified as major connotations of urbanization impact on hotel development.

**Table-1.7: Level of Urbanization (%) in Nagaland from 1961-2011**

Sl. No.	Particulars	1961	1971	1981	1991	2001	2011
1.	Total Population ('000)	369	516	775	1210	1989	1981
2.	Decennial Growth of Population (%)	-	39.88	50.50	56.08	64.41	-0.40
3.	Density of Population (per sq. Km)	22	31	47	73	120	119
4.	Percentage of Rural Population	94.80	90.00	84.48	82.79	82.26	71.14
5.	Level of Urbanization (%)	5.20	10.0	15.52	17.21	17.74	28.86
6.	Urban population	19188	51600	120280	208241	352849	571717
7.	Growth of Urbanization (%)	16.6	10.4	8.9	5.6	5.4	NA

**Source: Census of India, 1961 to 2001 and Provisional Census Report 2011 & [www.census2011.co.in/census/state/nagaland.html](http://www.census2011.co.in/census/state/nagaland.html). NA-Not Available**

Nagaland has had the highest rate of urbanization in the country for the past two decades, according to the census of India. As per the Census of India 2001, Nagaland recorded a total of 3,52,821 urban population as against 16,35,815 rural population. This shows a marginal increase in the percentage of urban population to the total population from 17.21 percent in 1991 to 17.74 percent in 2001. This is an indication of the migration that is taking place in the State from rural to urban areas. People living in rural areas constituted 82.3 percent of Nagaland's population in 2001, as against 90 percent in 1971.

**PROFITABILITY**

For every kind of business organization, profit is often regarded as motive for the entrepreneurs and it measures the overall performance of the business. The term profitability differs from the profit. It is a measurement in terms of the return on the asset, but it is not measured in terms of money. Actually, profitability incites to the business ability to grow in the future and obtain additional profit. A hotel is no different in this regard.

The occupancy rate of hotels in Dimapur from 2005-06 to 2015-16 shows that the rate on an average for 10 years is 60%. In the table it shows that 2006-07, 2008-09, 2009-10, 2010-11, 2012-13, there is a positive growth over the previous years but 2007-08, 2014-15 shows a negative growth, and the year 2011-12 and 2013-14 shows no increase or decrease over the previous years. Out of these ten years 2007-08 shows the lowest occupancy rate and 2006-07, 2012-13 and 2013-14 shows the highest occupancy rate (65%).

**Table-1.8: Occupancy Rate of Hotels in Dimapur**

Year	Occupancy rate (%)	% in increase
2005-06	60	-
2006-07	65	8.33
2007-08	52	-0.20
2008-09	55	5.76
2009-10	58	5.45
2010-11	60	3.44
2011-12	60	-
2012-13	65	8.33
2013-14	65	-
2014-15	60	-7.69
2015-16	60	-

Sources: Field Survey

**FINDINGS OF THE STUDY**

The prospects for the hotel industry in Dimapur are bright. All key drivers of growth would help to increase the domestic travel. The industry could be a game changer and the factors could help to achieve the increasing demand for the growth of hotel. The main findings of the study are:

- The GSDP & NSDP both at constant and current prices has shown an upward trend during the study period.
- An analysis of both domestic and foreign tourist inflow in the state shows that it is increasing very fast and thus opens a new gate for the hotels in Nagaland in general and Dimapur in particular.
- The per capita income of the people of the state has increased by 10.34% over the previous year. The per capita income of the state is Rs. 11,119, with Dimapur having the highest per capita income among the districts (Rs. 16,837) and Mon having the least (Rs. 4,500) in 2001-02.
- A synoptic view of the infrastructure of Nagaland shows that both economic and social infrastructure made a rapid stride during the period of study.
- Nagaland has had the highest rate of urbanization in the country for the past two decades; according to the census of India 2011, the decadal growth rate was 69% as against average rate at the national level is 21%.
- The occupancy rate of hotels in Dimapur from 2005-06 to 2015-16 shows that the rate on an average for 10 years was 60%.

All the drivers considered for the study are directly contributed for the growth of hotel and all the drivers showing an increasing trend during the period of study. Although all the drivers play an active role in promoting the hotel industry but it is known fact that out of all the drivers inflow of tourist are considered the prime

factors for the growth of hotels industry in general and Dimapur in particulars and as the fate of the hotel industry are directly linked to the prospects of tourism industry and ultimately affects the hotel industry, which can be justified from the fact there is a growth of hotels in terms of number of units, beds and rooms during 2006 to 2015.

## CONCLUSION

The future of the hotel industry is bright and promising. With the revival in the economy of the world international tourist inflow into the country is expected to rise and also to Nagaland. Additionally, hosting of sports events and trade fairs and exhibitions in the country are expected to help both inflow of international tourist and domestic tourist movement. The upcoming industrial parks, manufacturing facilities and development of micro markets, especially in primary travellers of the cities prefer to stay at hotels closer to the place of work /visit to save time. This has led the hotel company setting up hotels across different location within a city. Factors like rapid industrial progress, liberalization of trade and opening up of economy will further lead to revolutionary growth in this sector. With the growth of key drivers there led in hotel development activity and expansion and the hotel companies believe that this could be a game changer and help to boosts the growth of this sector.

## RECOMMENDATION

The present study has been undertaken with some specific objectives. Therefore, it does not claim to have examined all the areas associated driver of the hotel industry. There remains a scope and gap for further research in this domain of knowledge.

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