



INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION AND MANAGEMENT

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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

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A COMPARITIVE STUDY BETWEEN HOTEL GOLD & NIRULA'S – PANIPAT CITY**DR. PUJA WALIA MANN****PROFESSOR & HEAD****DEPARTMENT OF MANAGEMENT****PANIPAT INSTITUTE OF ENGINEERING & TECHNOLOGY****PATTIKALYANA – 132 102****MANISH JHA****ASST. PROFESSOR****DEPARTMENT OF MANAGEMENT****PANIPAT INSTITUTE OF ENGINEERING & TECHNOLOGY****PATTIKALYANA – 132 102****ABSTRACT**

Hotels are establishment that provides lodging for a short period of time. An accommodation, in a hotel room is complemented by a bed, a cupboard, a small table and an entertainment aid has lately been replaced by rooms with ultra modern facilities, including Air Cooled & Climate control features. Some hotels may even provide additional guest facilities such as a restaurant, swimming pool, fitness center, business center, childcare, conference facilities and social function services. Keeping in mind all the above features a study was conducted in the city Panipat to know about the preference of the guest towards city's two most prominent hotels i.e Hotel Gold & Hotel Nirula. Authors have tried to analyze various parameters based on which hotels attract and retain their guest. The technique of data collection is through structured questionnaire. Statistical tools used for analyzing the data are Chi – Square.

KEYWORDS

Guest, Hotel, Satisfaction, Service.

INTRODUCTION TO INDUSTRY

Hotels are establishment that provides lodging for a short period of time. An accommodation, in a hotel room is complemented by a bed, a cupboard, a small table and an entertainment aid has lately been replaced by rooms with ultra modern facilities, including Air Cooled & Climate control features. Some hotels may even provide additional guest facilities such as a restaurant, swimming pool, fitness center, business center, childcare, conference facilities and social function services. Rooms in a Hotel are usually identified by numbers to allow the guests to identify their room. Some hotels often complement meals and refreshment as a part of a room and board arrangement. In countries like United Kingdom, hotels are governed by law to serve food and drinks to all guests within certain specified hours, to avoid this requirement it is however not uncommon as some private hotels are not subject to this requirement. However, in countries like Japan, capsule hotels provide a minimized amount of room space and shared facilities.

SECTOR OUTLOOK – CONTRIBUTION TO THE ECONOMY

Combining unparalleled growth prospects and unlimited business potential, the industry is certainly on the verge towards being a key player in the nation's changing face. The hotel and tourism industry's contribution to the Indian economy by way of foreign direct investments (FDI) inflows were pegged at US\$ 2.24 billion from April 2000 to November 2010, according to the Department of Industrial Policy and Promotion (DIPP)¹. India's hotel pipeline is the second largest in the Asia-Pacific region according to Jan Smits². He added that the Indian hospitality industry is projected to grow at a rate of 8.8 per cent during 2007-16, placing India as the second-fastest growing tourism market in the world. Governments have taken Initiatives like massive investment in hotel infrastructure and open-sky policies are targeted towards the propelling growth in the hospitality sector.

THE INDUSTRY CAN BE CLASSIFIED INTO FOUR SEGMENTS

5- Star and 5- Star Deluxe Hotels. Mainly situated in the business districts of metro cities are considered very expensive and cater to business travelers and foreign tourists.

Heritage Hotels. Normally characterized by less capital expenditure but greater affordability also includes running hotels in palaces, castles, forts, hunting lodges, etc.

Budget Hotels: These hotels mainly cater to domestic travelers who favor reasonably priced accommodations with limited luxury. They are characterized by special seasonal offers and good services.

Unclassified: Generally low-priced motels spread throughout the country. Their selling policy is to price their services low so as to make it affordable.

OTHERS CLASSIFICATIONS OF HOTELS

- Tree house hotels
- Bunker hotels
- Cave hotels
- Capsule hotels
- Ice and snow hotels
- Garden hotels
- Underwater hotels

OTHER UNUSUAL HOTELS

- The Library Hotel in New York City (USA) is uniquely made such that each of its ten floors is assigned one category from the Dewey Decimal System.
- The Burj al-Arab hotel in Dubai, United Arab Emirates, built on an artificial island, is structured in the shape of a boat's sail.
- The Jail hotel Löwengraben in Lucerne, Switzerland is a converted prison now used as a hotel.
- The Luxor, a hotel and casino on the Las Vegas Strip in Paradise, Nevada, United States due to its pyramidal structure.
- The Liberty Hotel in Boston used to be the Charles Street Jail.

THE TOP PLAYERS IN HOSPITALITY SECTOR INCLUDE THE FOLLOWING³

- ITC Hotels
- Indian Hotels Company Ltd. (The Taj Hotels Resorts & Palaces)
- Oberoi Hotels (East India Hotels)
- Hotel Leela Venture

- Asian Hotels Ltd.

¹<http://www.ibef.org/industry/tourismhospitality.aspx>

²Regional Managing Director, Intercontinental Hotels Group (IHG) Asia Australasia

³http://www.cci.in/pdf/surveys_reports/tourism-hotel-industry.pdf.

CHALLENGES FOR HOSPITALITY INDUSTRY

1. Shortage of skilled employees: The Biggest challenge that's plaguing the hospitality industry is the unavailability of quality workforce in various skill levels. The hospitality sector faces failure in retaining good professionals.
2. Retaining quality workforce: Workforce Retention through training and development in the hotel industry is a problem because attrition levels are too high. Main reasons for this are unattractive wage packages. Though there is boom in the service sector, most of the hotel graduates are joining other sectors like retail and aviation.
3. Shortage of rooms: The hotel industry is facing severe shortage of rooms. It is estimated that the current requirement is of more than 1,50,000 rooms. Though the new investment plan would certainly add up 53,000 rooms by 2011.
4. Intense competition and image of India: Of Late the industry is witnessing heightened competition with the arrival of new players, new products and new systems. Competing from neighboring countries and wrong perceptions about Indian tourism constrained the growth of tourism.
5. Customer expectations: India is emerging as a destination on the global travel map, and expectations of customers are rising. Hotels have to focus on customer loyalty and repeat purchases.
6. Manual back-end: Though most reputed Hotel chains have IT enabled systems for property management, reservations and almost all the data which actually make the company work are filled in manual log books or are simply not tracked.
7. Human resource development: Services required in the Hotel and Tourism industries are highly personalized, and no amount of automation can substitute for personal service providers. However India is focusing more on white collar jobs than blue collar jobs and the shortage of blue collar employees will pose various threats to the industry.

HOTEL INDUSTRY IN INDIA

India has seen tremendous boom in Hotel Industry over recent years. Hotel Industry is linked to the tourism industry and the growth in the Indian tourism industry has fuelled the growth of Indian hotel industry. The boon in Indian hotel industry is complemented by the thriving economy and increased business opportunities. With the arrival of low cost airlines and the associated price wars have given domestic tourists a host of options. The 'Incredible India' campaign and the newly launched '*Atithi Devo Bhavah*' (ADB) campaign have also helped in the growth of domestic and international tourism and consequently the hotel industry. Recently government has taken steps to boost travel & tourism which have somehow benefited hotel industry in India. Potential investments in tourism infrastructure are essential for the hotel industry to achieve its potential. Upgradation of national highways connecting various parts of India had opened further avenues for the development of budget hotels in India. Taking advantage of this opportunity Tata group and another hotel chain called 'Homotel' have entered this business segment.

LEADING PANIPAT HOTELS

Hotel Gold
Hotel My India
Hotel Nirulas
Hotel Maharaja

HOTELS PROFILE

HOTEL NIRULAS⁴

Nirula's, well-known name in the hospitality industry, had a small beginning. The Family came to Delhi in 1928, The Nirula brothers before going into the Hotel and Food Service Industry tried their hand at various professions which included running a pharmacy outlet, optician shop and a photo studio. However, they soon realized the necessity of good eating-places in and around New Delhi. Though completely novice to this business, they began "HOTELINDIA" in 1934 at Connaught Place with 12 rooms, a restaurant with a bar license. The introduction of the 'Chinese Room' Restaurant and beginning of espresso coffee for the first time in India by Nirula's was done in the 1950's. They came with two specialty restaurants, La Boheme a modern restaurant serving Hungarian food & Gufa an Indian specialty restaurant. With the passage of time the company ventures into the fast food business with the Pastry Shop, Snack Bar, Hot Shoppe and Ice Cream Parlour. The Potpourri restaurant with the first Salad Bar in India was also opened during this period.

HOTEL GOLD⁵

Hotel Gold in Panipat is a 3 star hotel located on the busy NH-1 offering all the modern facilities of a luxury hotel with an artistic outdoor ambience, well maintained lawn for parties and function and an ample parking space.

⁴<http://www.nirulas.com/PanipatHotel>

⁵<http://www.hotelgoldpanipat.com>

CONSUMER PREFERENCE

The concept that customers prefer one product or one service over another is not new. The ability to identify and measure the elements of such preference decisions with any accuracy and reliability has become available recently. The ability to choose one thing over another with the anticipation that the choice will result in greater satisfaction, greater capability or improved performance.

Preference refers to the set of assumptions relating to a real or imaginary "choice" between alternatives and the possibility of rank ordering of these alternatives, based on the degree of happiness, satisfaction, gratification, enjoyment, or utility they provide.

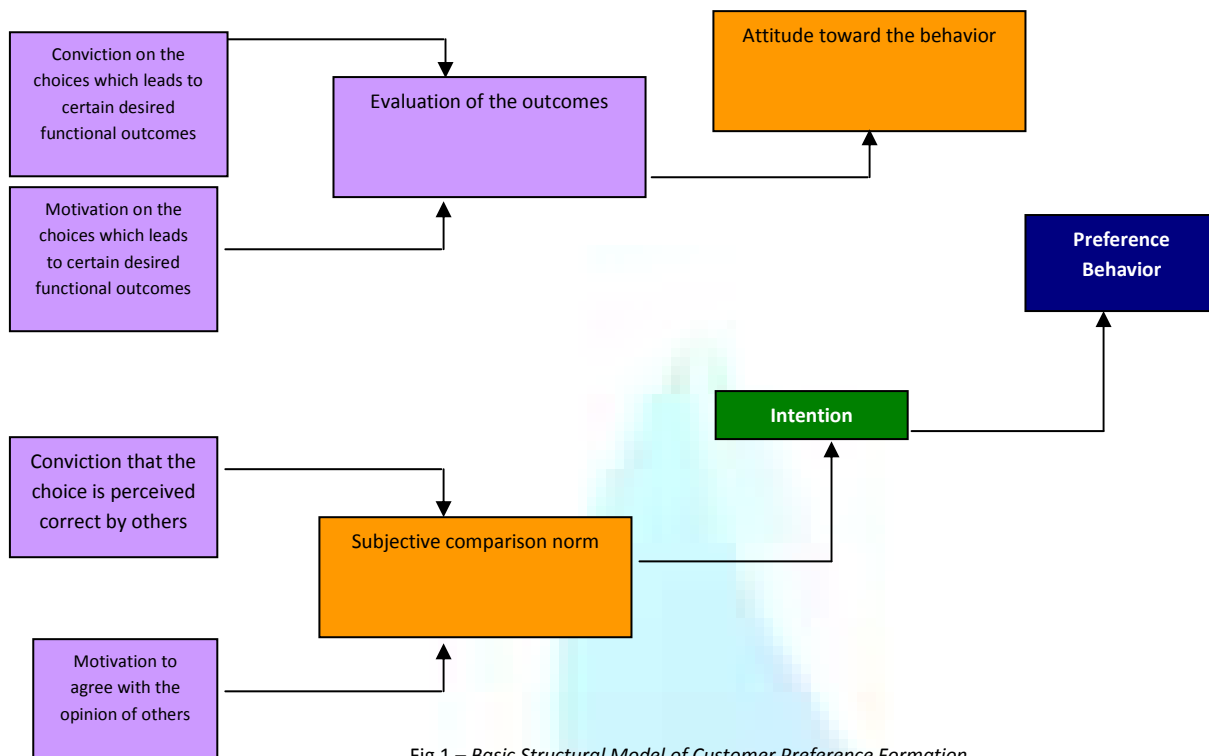


Fig 1 – Basic Structural Model of Customer Preference Formation
Consumer Behavior by Leon Schiffman and Leslie Kanuk

CONSUMER PREFERENCE

“The way in which consumers in a free market choose to segregate their total expenditure in purchasing goods & services”

In microeconomics, preferences of consumers and other entities are modeled with preference relations. Completeness is more philosophically questionable in every sense. In most applications, S is an infinite set and the consumer is not aware of all preferences. However, preference can be interpreted as a hypothetical preference that could be made rather than a conscious state of mind. However, here completeness amounts to an assumption that the consumer can always make up their mind whether they are indifferent or prefer one option when presented with any pair of options goods and services”

The underlying foundation of demand, therefore, is to understand the model of how consumers behave. A consumer has a set of preferences and values whose determinations are outside the realm of economics. They are no doubt dependent upon education, culture, and individual tastes, among a plethora of other factors. The measure of these values in this model for a particular good is in terms of the real opportunity cost to those consumers who purchases and consumes the good. But consumers are quite constrained in their choices. These constraints are determined by the consumer’s income, and the prices the consumer pays for the goods.

CONSUMER BRAND PREFERENCE

In an attempt to build brand preference, the advertising must persuade a target audience to consider the advantages of a brand, often by portraying its reputation as a long-established and trusted name in the industry. If the advertising is successful, the target consumers will choose the brand over other brands in any category.

CUSTOMER SATISFACTION

Customer satisfaction is a measure of how products and services supplied by a company meet or exceed customer expectation. It is perceived as a key performance indicator within business and is part of the four perspectives of a Balanced Scorecard. In a competitive marketplace where a business competes for customers, customer satisfaction is seen as a key differentiator and has increasingly become a key element of business strategy.

MEASURING CUSTOMER SATISFACTION

Organizations nowadays are increasingly interested in retaining existing customers while targeting non-customers; measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the marketplace. Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and from product/service to product/service. Satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommended rate. The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organizations.

REVIEW OF LITERATURE

Loyalty of a firm’s customer has been recognized as the dominant factor in a business organization’s success, Study by *(Kandampully & Suhartanto, 2000)* identified the factors of image and customer satisfaction that are positively related to customer loyalty in the hotel industry. According to Oliver’s expectation-disconfirmation model, consumers have three levels of expectations about the product or service performance: equitable performance (what the customer has to receive in return for money and effort spent), expected performance, and ideal performance *(Oliver 1980)*. According to *(Grönroos, 1984)*, the quality of a service perceived by customers will differ depending on what strategy the company chooses to deliver and promote that service. The service quality model by Grönroos holds that the quality of a service, as it is perceived by the customer, can be divided into technical quality and functional quality dimensions. The former denotes what the customer receives as the output of a service production process and the latter how the technical quality is produced and transferred to the customer during buyer-seller interactions. Results of a study conducted by *(Ramanathan & Ramanathan, 2011)* revealed that “Value for money” is a critical attribute, while “Customer service”, “Room quality” and “Quality of food” are dissatisfiers. Business guests and guests of independent hotels, exhibit similar behavior, but for leisure guests, and guests of chain hotels, “Value for money” is a dissatisfier. *(Claver et al., 2006)* studied the Quality impact on hotel performance and found that the most important reasons to adopt and certify quality systems are internal and, on the other hand, that although positive effects on performance can be identified, the impact on financial performance is low.

With escalating competition in the hotel industry, a growing number of hotels have considered service quality their top priority in maintaining competitiveness. To maintain competitiveness, the hotel management often needs to develop reliable service quality standards. Perhaps one of the best ways of developing such standards is to compare the hotel’s service performance with that of the service leader and reassess its service performance continuously through competitive benchmarking *(Min & Min, 1997)*. According to *(O’Malley, 1998)* Customer loyalty schemes have blossomed in the era of customer retention, and have been

willingly embraced by both retailers and consumers alike, the study also concluded that such schemes have an important role to play in situations where no loyalty or spurious loyalty is evident. However, where sustainable loyalty is the ultimate goal, customer loyalty schemes are of importance only as part of a coherent value proposition. In the words of (Creek & Spencer, 2011) There has been much debate about what constitutes quality service and more specifically how this applies to the hotel industry. The industry is a dynamic one in which the guest dictates the pace and type of service and in which increasing competitiveness has resulted in satisfactory service being the minimum expectation of guests. Research by (Countryman & Jang, 2006) shows that While this physical environment is fairly important in helping to establish first impressions, there are other physical spaces within a hotel that have a large influence on guest perceptions and impressions. Hotel practitioners need to understand the importance of the atmospheric elements and their influence on overall guest perceptions and impressions. According to (Lo et al., 2010) Evaluation and control are perceived as very important activities not only to create value for the customers, but also to track the performance of the guest contact departments and the customers' evaluations of the hotel/restaurant experiences.

A study by (Mohsin & Lockyer, 2010) implied that for responses relating to front office, room service and in-house café/restaurant, the importance score is statistically significant to and higher than the performance rating. Overall, the results indicate significant difference between expectations of the guests and actual experiences, thus highlighting managerial implications. Hotels often use advertising, referral marketing and services marketing to help guests acquire brand-related information. Hotel guests, in turn, establish their brand knowledge through direct and indirect experiences. A better understanding of how these experiences contribute to brand equity has important implications for brand managers (Xu & Chan, 2010). Study through Conjoint Analysis by (Koo et al., 1999) reveal consumers' preference towards choosing a particular restaurant. Through some focus group discussions, a list of restaurant attributes was identified as important for restaurant-goers in deciding where to dine. At a time of increasing competition, hotel firms are aiming to use service enhancement as a means to gain competitive advantage, and therefore developing a range of techniques to measure levels of service quality improvement (Eccles & Philip Durand, 1997). A Research by (Ladhari, 2009) suggested that Emotional satisfaction makes a significant contribution to the prediction of behavioural intentions (such as loyalty, word of mouth, and willingness to pay more).

RESEARCH METHODOLOGY

JUSTIFICATION OF STUDY

Consumer preference and attitude towards hotels is very important aspect for each and every hotel. It is very useful to study consumer preference and attitude because it helps hotel to get more benefits as compare to their competitors.

OBJECTIVES OF THE STUDY

- To identify & analyze the different services offered by Gold and Nirulas.
- Check customer's preference, satisfaction and attitude towards hotel Gold and Nirulas's.
- Check out the market image of hotel Gold and Nirulas.

RESEARCH DESIGN: The present study has been designed to study comparison of hotel Gold and Nirula's. For present study an exploratory and descriptive research design has been adopted.

POPULATION: A sample size of consumers of Panipat will be surveyed.

SAMPLING METHODOLOGY: The probability-based approach of stratified random sampling will be adopted, in order to give adequate coverage to the selected area.

SAMPLE SIZE: A sample size shall be 100 people of the population.

HYPOTHESES

- H₀:** Both Hotel Gold and Nirula's are equally popular.
- H₁:** Both Hotel Gold and Nirula's are not equally popular.
- Level of significance is 5%

ANALYSIS & INTERPRETATION

Analysis showed that 99% of the Customers like to go to hotels because of the rise of disposable income, standard of living, good food etc. However it was also seen that 34% consumers like to go to hotels once in the month, 30% twice in a month, 15% thrice and 21% more than three times in a month. Studies also show that customers preferred Hotel gold compared to Nirula. More than half of the respondents preferred to choose Hotel Nirula's because of its good food quality, 19% for Hygiene, 15% prefer for its better customer services and 8% for ambience. Another 49% respondents prefer to choose Hotel Gold because of its good food quality, other parameters included Hygiene, better customer services and ambience. There was an equal consensus between respondents that 50% customers thinks that hotel nirula's is unique and other 50% likes gold is unique. However when it came to visiting these hotels with families on weekends it was concluded that 51% customers prefer to chosen hotel Nirula's and 49% like to go to Gold. Results shows that Price as a determinant of hotel gold is high as compare to nirula's, however food quality of hotel Gold is good as compare to nirula's. Quality and cleanliness of Spa is better in gold as compare to nirula's. Atmosphere of hotel nirula's is much better than the gold hotel. A hotel is distinguished primarily by its ambience it was seen that the Ambience of hotel nirula's attracts customers to spend more time there.

STATISTICAL ANALYSIS

CHI-SQUARE ANALYSIS ON THE COMPARISON OF HOTEL GOLD AND NIRULA

HOTEL	HIGHLY REFERED	%	PREFERED	%	LEAST PREFERED	%	TOTAL	%TOTAL
Hotel Gold	45	75%	10	16.7%	5	8.3%	60	100
Hotel Nirula	5	12.5%	15	37.5%	20	50%	40	100
TOTAL	50		25		25		100	

Table (9.1) Relationship between hotel Gold and Nirula

CHI-SQUARE ANALYSIS ON THE COMPARISON OF HOTELGOLD AND NIRULA

HOTEL	HIGHLY REFERED	%	PREFERED	%	LEAST PREFERED	%	TOTAL	%TOTAL
Hotel Gold	30	50%	15	25%	15	25%	60	100
Hotel Nirula	20	50%	10	25%	10	25%	40	100
TOTAL	73		27		100			

Table: (9.2) Relationship between hotel Gold and Nirula

Calculated value of $\chi^2 = 46.23$

Number of degree of freedom:

$Ndf = (R-1) (c -1)$

$= (2-1) (3-1)$

$= 2.$

Table value of χ^2 at 5% level of significance = 5.99

INTERPRETATION: Since C.V of χ^2 at 5% level of significance is greater than the T.V of χ^2 . Hence we reject Ho in favor of alternate hypothesis & conclude that hotel gold and Nirula are not equally preferred.

FINDINGS

Based on the research the findings are described below:

- 34% respondents like to visit hotel once in a month.
- 51% of respondents visit to hotel Gold.
- Food and hygiene are most important determinants according to 91% of respondents who visited both hotels.
- 49% of Respondents said that the Quality of food of hotel Gold is better than hotel Nirula.
- Hotel Gold takes less time in delivering the order on the table.
- The price charged by hotel Gold is higher than hotel Nirula.
- Hotel Gold has quick home delivery and better waiter services.
- Respondents were equally divided when they were ask which hotel they think has a unique image.
- Nirulas overshadowed Gold when respondents were asked about the ambience.
- Due to its proximity to the NH-1 both the Hotels are preferred by the Travellers.

SUGGESTIONS

Suggestions for hotel Gold are as below:

- From the study it has been found that the quality of food is best but it should concentrate on the quality of beverages.
- It must reduce its prices so that it can be approached by Upper middle income group.
- It should concentrate on improving the quality of catering services.
- It should focus on its ambience (Exterior & Interior).
- More promotional strategies have to be adopted in order to cash in during the festive seasons.
- The ambience of the in-house restaurant has to be refurbished and culinary part has to be given a complete makeover thereby adding some more varieties on the menu.

Suggestions for hotel Nirula are as below:

- It should improve its quality of food.
- Its home delivery is not quick so it should concentrate on making the home delivery quick.
- There is great need by hotel Nirula to improve the waiter services.
- It has to concentrate on the hygiene and should be according to the standards given by HACCP.
- It has to improve the services of coffee and bar.
- Few things are to be done in order to make the ambience and surroundings look more attractive.

CONCLUSION

Almost all the people like to go to the hotels, Research shows that people of panipat has a liking for both hotel gold most and hotel nirula's. Despite of the high prices of hotel gold people prefer going there which signifies that there are many other parameters which is consider by the people while choosing any hotel. People say that there is a minor difference between both the hotels. The service provided by hotel gold is better than the services provided by nirula's. People likes clean place and in hotel gold the place is much better as compare to nirula's. People prefer quality of food the most that is why they like to go to the hotel gold. Quick service is also a very important parameter prefer by the general public. Hotels like Nirula's and gold have set high standards in a city like panipat which is known for its industrial development and has cash on the unlimited potential this city has. Moreover the fooding habits of people in panipat have seen a sea change and people prefer to eat outside and hence there comes the role of Nirula's and Gold. Nirula's has come a long way since their humble beginning in 1928 to till date they have managed to maintain a brand name which is synomous with their food & Beverage, it also happens to be the pionner in introducing the Chinese food concept in a restaurant in 1950. On the other hand Gold has been a forefront in Hotel sector in a city like panipat, and it has built upon the trust and has been perceived for a long time as a venue for the weddings & Parties, however off late they have worked to portrayed themselves as a full fledged 3star Hotel. Both these Hotels still have a long way to go in acquiring new clientele base and retain existing customers.

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