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Paper Authors

Dr.P.Purnachandra Rao



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ROLE OF HOSPITALITY SERVICES IN PROMOTING TOURISM INDUSTRY IN VIJAYAWADA CITY, ANDHRA PRADESH, INDIA

Dr.P.Purnachandra Rao

Associate Professor

HOD, Dept.of Tourism& Hospitality Mgt.

Acharya Nagarjuna University, Guntur Dt

ABSTRACT:

The hospitality industry in many ways represents the country's growth and prosperity. The standard of accommodation and the quality and variety of food available in a destination is a significant component of the impression and image of that place in the mind of the traveller. Indians are becoming more visible to the world and consequently are now demanding the finest luxuries even within their homeland. It is therefore of supreme importance that the hospitality industry keeps restoring and reinventing itself to ensure that neither the international nor the domestic traveller.

Hotel industry plays a dynamic role in increasing the employment opportunities and economic status of developed and developing countries and is closely linked to the tourism industry. The success and endurance of hotel industry depend upon proper service to customer,

Hygiene, acceptable hospitality, suitable rooms and additional facilities, proper customer-relation engagement, quality employees, and proper place. Tourism has emerged as the most lucrative business of the world, having tremendous potential for earning foreign exchange.

Keywords: Tourism, Hospitality Services, Customer services, customer-relation, engagement etc.

STATEMENT OF THE PROBLEM:

The growth and development of tourism in a country depends on the corresponding growth of infrastructure facilities like accommodation, transport and communications, information technology and subsidized schemes. Accommodation facilities in India have fallen short of the requirement and the growth is not in accordance with the growth rate of tourist inflow. The standard of the star category hotels in internationally comparable but

unapproved and normal lodges lack in expected standards

Only limited studies were taken up in the past on tourism and hotel industry. They covered infrastructural facilities like accommodation, transportation and communication. But no special emphasis was laid on problems related to the latest break-through in the infrastructural facilities available for tourists, communications such as the use of web sites, tele-booking and computerized reservation system in the sphere of

tourism. In the light of these problems in recent years no major analytical studies have been pursued with special emphasis on tourism in Vijayawada city.

NEED FOR THE STUDY:

The present research is an attempt on the role of hospitality services in promoting tourism industry in Vijayawada. Hence the present study has been undertaken. An in-depth analysis of the various tourism growth related studies had helped the researcher to identify the research gap in this field and it had emphatically stressed the need for a study of tourism growth and the development of tourism industry and the facilities available for the tourists.

REVIEW OF LITERATURE:

Williya Achmad, Yulianah (2022), in their study on Corporate Social Responsibility of the Hospitality Industry in Realizing Sustainable Tourism Development examines how CSR is in the hotel industry where corporate social responsibility can be seen from project development, including site selection, architecture and building structures, energy and water supply, waste management systems, cleaning, guest arrivals, and departures, communications and marketing, and customer service.

Heesup Han (2021), the range of topics covered in this special section and the methodology applied would offer encouragement across the hospitality, tourism, consumer behavior, and environmental psychology fields to work in close cooperation in pursuit of common goals for promoting pro-environmental consumption, environmental sustainability, and environmentally sustainable development. Academics in tourism and hospitality can have a crucial role in reducing the environmental impacts of

consumer behaviors by promoting customer behavioral changes to be environmentally responsible in diverse consumption situations. The sustainable development goals can be described as the blueprint to attain a better and more sustainable future for humanity.

Kashif Hussain et al (2020), The hospitality and tourism industry in Malaysia is set to create 600,000 new job opportunities and in so doing, will need many more skilled, work-ready graduates in the coming decade. There is a need of collective efforts of the private higher education sector together with some selected public institutions (polytechnics) under the umbrella of the ministry of education through the MyCen THE platform in promoting hospitality and tourism education nationwide via national awareness campaigns, conferences, skill competitions, seminars, forums and corporate social responsibility projects.

Gunjan M Sanjeev, Arvind K. Birdie (2019), introduced the theme issue and strategic question: What should Indian tourism and hospitality managers focus on to stay competitive in the coming decade? It also presents an overview of recent developments in the tourism and hospitality industry and presents some statistics and trends relating to prospects for the tourism and hospitality industry in India. Strong growth is predicted for the tourism and hospitality industry and some of the underpinning issues that will influence competitiveness are the role of social media, business model innovations, risk management, talent management, valuation models, the influence of information technology, employee loyalty and design thinking in hospitality higher education

Alok Kumar (2018), has found in his study that investment required is relatively lesser when compared to other industries to promote tourism. And that the quality of hospitality institutions to be upgraded, Govt. to intervene and restrict unrecognized institutes which provide low quality manpower to the hospitality industry which impacts the Tourism Sector at large.

OBJECTIVES:

- To study the present status of hospitality industry in Vijayawada city and its contribution in tourism development.
- To study the socio-economic and demographic profile of tourists and hospitality services in the study area.
- To undertake a comprehensive study of the major tourist attractions in Vijayawada.
- To examine the tourists' satisfaction of hospitality facilities and services

HYPOTHESIS:

H01: There is no significant association between domestic and foreign tourists in terms of Quality of Service provided by hotels.

H02: The quality of services in the hotel is not the determining factor for the destination image building.

H03: Image of the hotel is independent of quality of service, advertisement and product offering.

H04: Visitors' satisfaction is independent of the product and services offered by the hotel and availability of well-equipped stuff and services.

H05: Overall satisfaction of tourist visiting Vijayawada city is independent of travel experience, leisure facilities and activities.

SAMPLE:

The study is based on the empirical research method which gives highest

importance to the selection of population in the universe. To interact with the respondents the questionnaire containing both the demographic profiles of respondents as well as variables about tourism and hospitality services. So total 500 Tourists were interviewed at the hotel lobby after the stay in various star categories of hotels i.e. at the time of check out

SAMPLE TECHNIQUE:

The sampling method hence selected as well as set with academic interest in mind and in order to draw interpretation from the study. The researcher has decided in favor of convenience sampling for various reasons. The researcher took special care to see that the data accordingly collected are uniform and the sample selected are representative of the target population.

Table: 1 Information about Accommodation and cost of selected Hotels

SLN o.	Source	No. of Tourists	Percentage
1	Travel agency	210	42.00
2	Friends	108	21.60
3	Advertisement Agencies	92	18.40
4	Tour Operators	50	10.00
5	Tour guides	40	8.00
	Total	500	100

Source: Primary data

It is inferred from table: 1 that out of 500 tourists, majority i.e., 210 (42 percent) tourists have their source of information about hotels from travel agency followed by friends which constitute 108 (21.60 percent) and 92 (18.40 percent) get such Information through

advertisement agencies, 50 (10 percent) and 40 (8 percent) of the tourists got from tour operator and tour guides respectively.

Table: 2 Exact stay as against the original plan

Sl. No.	Stay	No. of Tourists	Percentage
1	Planned	22	14.47
2	Less than planned	86	56.58
3	More than planned	44	28.95
	Total	152	100.00

Source: Primary data

The study analyses whether the actual stay by the foreign tourists has differed from their original plan of stay in Vijayawada city. In more than 70 percent of the cases, the actual stay has differed from the original plan of stay. 22 (14.47 percent) of the foreign tourists have stayed in Vijayawada city for more than the proposed number of days, 86 (56.58 percent) have stayed in Vijayawada city less than the proposed number of days and 44 (28.95 percent) have stayed in Vijayawada city more than as planned.

Table: 3 Tourists' preference as to the class of hotels

Sl. No	Categories of Hotel	Domestic tourists	Percentage	Foreign tourists	Percentage	Total	Percentage
1.	3 star	26	7.47	82	53.95	108	21.60
2.	4 star	68	19.54	48	31.58	116	23.20
3.	5 star	80	22.99	12	7.90	92	18.40
4.	Non-star	174	50.00	10	6.58	184	36.80
	Total	348	100	152	100.00	500	100

Source: Primary data

Though 63.20 percent of the tourists preferred five to Three star hotels for their stay, only 36.80 percent of them are able to get accommodation according to their preference. However, those tourists who preferred five to Three star hotels but could not get accommodation were forced to select non star hotels for their stay. Another major fact is that the problem of not getting accommodation in the hotels of their preference is mostly pronounced among foreign tourists.

Table: 4 Reasons for selection of one to three star hotels by foreign tourists

Sl. No.	Reasons	No. of Tourists	Percentage
1	Cost not equals with the benefit	82	53.95
2	Technology not by user friendly	48	31.58
3	Problems in advance booking	12	7.90
	Total	142	100

Source: Primary data

It is evident from the above table 5.24 that out of the 142 (one to three star preferred) foreign tourists,

82 (57.75 percent) tourists feel that the cost is not equal with the benefit, 52 (36.62 percent) tourists feel there is lack of technology and 8 (5.63 percent) tourists face complications in advance booking.

Table: 5 Types of rooms chosen by the tourists

Sl. No.	Type of rooms	No. of Tourists	Percentage
1	Single Room	258	19.60
2	Double Room	98	51.60
3	Suite Room	40	8.00
4	Other type of rooms	104	20.80
	Total	500	100

Source: Primary data

The above table shows that the tourist's preference to the types of room, 51.60 percent prefer to stay in double room, 19.60 percent in single room and 8 percent in suite and other types of rooms are preferred by 20.80 percent of the tourists.

FACTORS INFLUENCING THE SELECTION OF HOTELS:

Here certain critical factors acting as guidelines in choosing a hotel of one's choice. Path finder's survey held in 2021 revealed that quality of food, room service facility, image of the hotel and room tariff are the most major points in the selection of hotels. Health club and swimming pool facilities are not growing factors, but the image has its own advantage.

Selection of a hotel by the tourists

for their stay depends upon their final evaluation of hotel services and facilities. It is in fact a process in which many factors interact and these factors must be given due weight age. Hence, a weighted ranking method is used to evaluate the various factors governing the selection of hotels by the tourists.

The factors considered for evaluation include star rating, room service quality, room facility, health club, games court, conference hall, swimming pool, room size, banquettes, quality of food, image of the hotel, staff hospitality, bar and other services.

Table: 6 Tourists' overall preference to the place of hotels

Sl. No.	Location	No. of Tourists	Percentage
1	Center of the city	304	60.80
2	Near Railway station	86	17.20
3	Near Island	110	22
	Total	500	100

Source: Primary data

From the above table it shows that the tourists general preference to the location of the hotels, 60.80 percent are in favor of center of the city area, 22 percent prefer 'Near Island' and 17.20 percent prefer to stay 'near the railway station' to have easy access.

LOCATION OF HOTELS PREFERRED BY DOMESTIC TOURISTS:

The preference of the location of hotel, usually on the basis of accessibility to center of the city, near railway station and Near Island, the ranking method is used to

identify the extent of influence of these factors. Six grades are assigned namely ‘outstanding’ (5 points), ‘very good’ (4 points), ‘good’ (3 points), ‘average’ (2 points), ‘poor’ (1 point) and ‘no comment’ (0 point).

Table: 7 shows the location of hotels preferred by domestic tourists.

Sl. No.	Grade	Within the city	Scores	Near Railway Station	Scores	Near Island	Scores
1.	Outstanding (5)	130	650	36	180	78	390
2.	Very good (4)	58	232	132	528	96	384
3.	Good (3)	68	204	116	348	108	324
4.	Average (2)	32	64	42	84	38	76
5.	Poor (1)	30	30	22	22	28	28
6.	No comment(0)	30	0	-	-	-	-
Total		348	1,180	348	1,162	348	1,202

Source: Primary data

The above table: 7 it depicts that the ranking on the location of hotels reveals that in the case of domestic tourists, the Near Island gets the first rank with 1202 scores followed by center of the city with 1180 scores and near railway station with 1162 scores.

Table: 8- Location of hotel stayed by foreign tourists

Sl. No.	Grade	Within the city	Scores	Near Railway Station	Scores	Island	Scores
1.	Outstanding (5)	34	170	26	130	64	320
2.	Very good (4)	36	144	28	112	38	152
3.	Good (3)	42	126	58	174	42	126
4.	Average (2)	24	48	24	48	4	8
5.	Poor (1)	8	8	10	10	4	4
6.	No comment (0)	8	0	6	0	-	-
Total		152	496	152	474	152	610

Source: Primary data

The above table shows that the grading of the location of the hotels preferred by the foreign tourists reveals that ‘Island’ gets the first rank with 610 scores followed by ‘within the city’ with 496 scores and ‘Near Railway station’ with 474 scores respectively. It is clear from the table that the hotels are to be located as expected by most of the foreign tourists.

DOMESTIC TOURISTS’ OPINION ABOUT THE AREA OF HOTELS:

To know about the opinion of domestic tourists regarding the area of the hotels, data have been gathered on six point scales. The aggregate points for each service is calculated and ranked in table: 9

Table: 9 Food habits of the sample tourists are given

Sl. No.	Veg. / Non-Veg.	No. of Tourists	Percentage
1	Vegetarian	100	20.00
2	Non-Vegetarian	400	80.00
Total		500	100

Source: Primary data

The above table reveals that out of 500 tourists, 80 percent are non-vegetarians and the remaining 20 percent are vegetarians.

Table: 10 Tourists' opinion about the prices charged

Sl. No.	Grade	Room		Food		Beverage	
		No. of Tourists	Score	No. of Tourists	Score	No. of Tourists	Score
1.	Very high (5)	132	660	46	230	4	20
2.	High (4)	42	168	138	552	76	304
3.	Fair (3)	142	426	142	426	140	420
4.	Average (2)	22	44	10	20	100	200
5.	Low (1)	-	-	4	4	8	8
6.	No comment (0)	10	0	8	0	20	0
Total		348	1298	348	1232	348	925

Source: Primary data

The above table depicts that the domestic tourists opinion about room tariff, majority 132 tourists consider that the room tariff is 'very high' with 660 scores followed by 'fair' with 426 scores, 'high' with 168 scores, 'average' with 44 scores. In the case of food tariffs, majority 138 domestic tourists consider food tariff to be 'high' with 552 scores followed by 'fair' with 426 scores, 'very high' with 230 scores, 'average' with 20 scores and 'low' with 4 scores.

In the case of beverage tariff, majority 140 tourists consider beverage tariff was 'fair' with 420 scores followed by 'high' with 304 scores, 'average' with 200 scores and 'very high' with 20 scores. Overall, with 1,298 scores, room tariff is viewed to be too high followed by food tariff with 1,232 scores and Beverage tariff with 952 scores.

Table: 11- Opinion of tourists about actual expenditure

Sl. No.	Amount Spent	No. of Tourists	Percentage
1	More than planned	24	15.79
2	Less than planned	98	64.47
3	Exactly as planned	30	19.74
Total		152	100

Source: Primary data

The actual expenditure of most of the tourists differs from their original plan of expenditure. The study reveals that among the significant variables, income had a greater influence on the total expenditure. The F-value shows that the regression model fitted is statistically significant at one percent level.

CONCLUSION:

Hotels are the cornerstone of any type of business operations, providing better results in maintaining partnership with them, hospitality services helps in identify new performance issues by collecting, monitoring, and analyzing tourist satisfaction. Tourist data will help a firm identify new product development opportunities; provide tourist-based personalized services based on its behavior and responses.

Hospitality is a powerful management tool that can be used to optimize potential demand and enhance consumer loyalty to the tourism industry. In the long term, hotels creates constant development of the tourism business with the tourists, the greatest asset of the tourism is hospitality sector.

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