Chapter-II

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Accommodation Sector in general, and Hotel and Hotelering Industry in particular, is now universally attracting serious attention, not only of the central, federal and local level planners and policy-makers and, the marketing GURUS, but of the effective and potential

Investors, belonging to both tourism and non-tourism sectors alike. Political will is in favor of this sector on account of its benefits percolating over wide cross-sections of the economy and the society, viz., from hotel ownership and hotel employees through the wholesalers and retailers to the farmers, dairy, poultry and meat product producers and, linen manufacturers etc. Furthermore, since it envisages a series of direct, indirect and induced effects, promotion to this sector becomes as much vital from economic and political viewpoints, as from social development perspective. Since tourism has proved itself to be an agent to holistic development and Hotel and Hotelering sector is its key component, strengthening of the latter is increasingly proving to be more of a compulsion for the policy makers. After all, a weak hospitality sector can never support a health tourism growth.

Talking of tourism, being a multi-faceted and multidimensional service industry, it is globally appreciated for ensuing enormous and far-reaching benefits. With all its socio-economic, cultural and ecological implications vis-à-vis, the tremendous growth potential, this industry can certainly play a pivotal role, particularly in the development of poorer economies like India. The developing countries are generally exposed to more or less, similar generic problems like trade deficits, unemployment, weak infrastructure, lack of social awareness, meager investments in industrial and technological fronts due to financial constraints, steady degradation of natural and cultural heritage and, deficiency in economic geology and basic minerals in majority areas, etc.
Naturally, gap between the developed and developing countries in terms of socio-economic progress is bound to further widen over time. In this context, tourism, on account of its multifarious advantages, to a greater extent, can come to the rescue of the latter, in view of the facts that,

- every country has its own unique touristic appeal (resources base), and that the infrastructural requirements of tourism developments are more or less same as that of the general developments,

- there are varied forms of tourism which can be promoted with lesser investment and, tourism may prove to be the only possible solution to the manifold problems being faced by the remoter areas, economically backward areas and, the developing countries, in general.

In view of the above, it becomes decisive for India in general and its rather remoter area like Bundelkhand Region in particular, its naturally comes to be the high time to strategically promote tourism, where-in strengthening of hoteliering business obviously becomes so pivotal. The problem of Bundelkhand Region becomes all the more important to this effect in view of the facts that

- Majority parts of the Region are suffering from economic backwardness and poor infrastructure

- The problem of unemployment is steadily reaching towards threatening propositions

- The Region, on account of the inherent topographic, edaphic and meteorological constraints, has not many options for its economic growth

- It has many unique tourist attractions

- The International Tourism trends are steadily changing in favour of the kind of appeal that this region inherently has

- Tourism can significantly contribute in creating employment opportunities, improving living standard, infusing social awareness and in the improvement of infrastructure besides protection,
preservation and conservation of natural and cultural heritage of the Region.

- Since the region in some parts, has distinctive touristic appeal, tourism if promoted judiciously, can act as an agent to its holistic development.

The rich tourist resource potential of the study area, especially in view of the steadily emerging tourist demand for exotic and less explored socio-cultural and ecological domains strongly speaks of strengthening of tourism industry. Unfortunately the Region has so far miserly failed to exploit its strengths. Hinchinbrook, J. (1970) in his interesting article, “The Myth of Tourism”, rightly complained as early as in 1970 that, the great mass of India's potential market is still a-waiting to be told what India really is. Likewise “why not show them the promise of India’s future as well as of India’s ancient glories and her varied natural resources, suggests Chester Bowles (1967) in his article, “Tourism: An untapped Market”. Perceivably, the potential tourist destination regions like Bundelkhand have failed to achieve their rightful share in tourism mainly due to lack of systematic and integrated tourism development approach. Not only the study area has failed in providing suitable tourist plant facilities at various destinations and, in creating positive image of the otherwise inherent rich socio-cultural fabric in the potential markets, but in fact could not even yet explore its tourist resources in a systematic way; what to talk of innovative marketing and/or developing/creating destinations, understanding the prevailing tourist demands is not still thought off seriously. Thus, it becomes imperative to study the potential tourist resources available in different parts of the country, go for their relative assessment vis-à-vis the dynamically changing tourist demands, and accordingly conceive viable long and short term tourism planning within a well defined policy frame work, where-in the hotel and hoteliering perspective needs to seriously examined. In thus context, extensive survey of effective and potential market demand with regard to the various amenities, facilities and
service related to hoteliering becomes a key issue since the long term tourism success essentially revolves around the sojourn centered availabilities.

Bundelkhand, bestowed with natural tourist attractions is also richly dotted with significant historical and religious sites. The region derives its rich cultural heritage from its long and glorious history. Here, fairs and festivals are held at almost all the major townships and villages. Rich tradition of folk theatre, dances, music, songs and other performing art forms is also noteworthy. Its close proximity to Delhi and strategic location enroute many a popular tourist destinations like Orchha, Khajuraho and Panna National Park etc while talking of northerly disembarked tourists and the domestic tourists from northern India, viz., Gwalior, Agra, Mathura, Delhi and Jaipur etc, as also for those coming from south India or the foreign tourists entering the country from the southern ports of entry, they can be conveniently motivated to visit the destinations of the region. Places of the likes of Jhansi or Chitrakoot have already made out a niche for themselves on the tourism map of India owing to their historicity, legendary personas or the religious dicta. These and other such places are likely be more and more popular among the globe trotters over the time since they can provide befitting solace to the people otherwise suffering from the vagaries of the technological advancements resulting into the problems like the state of stress, monotony, pollution, routine, deprivation from the opportunities for physical exploration and risks or, the psychology of being away from nature and the original moods, mores and chores of the inherent historical, religious and socio-cultural legacy. Tourism may also enable the Region in revival and rediscovery of many a vanished or fast vanishing cultural traditions besides enriching the existing ones. Since, the role and contribution of tourism is always likely to be largely guided by the personality of accommodation sector, especially hotels, it obviously needs to be seriously thought off, which in turn requires a thorough assessment of the sector in terms of availability, diversity, range and quality of guest rooms and food and drinks, professional level of the service providers and so on. The
sector can be judiciously strengthened only when its existing status, both in qualitative and quantitative perspectives is systematically examined, the effective gap between the prevailing demand and supply (if any) is perceived and the reasons responsible for the gap are identified. It is with this view that the present research project was conceived to study

- type, size and quality levels of the existing hotels in the study area,
- skill levels, attitude and general performance of the practicing professionals (developers, executives and operational workforce,
- growth trends in demand vis a vis supply over the time,
- existing gap between the demand and supply,
- factors responsible for the existing gap,
- constraints in abridging the gap (physical, economic, socio-cultural, political and market-centered etc) and finally,
- possible promotional avenues.

Knitting all these factors together, the Statement of the problem thus ‘conceived’ and found ‘ideal’ has been – “STATE OF HOTELS AND HOTELIERING TRADE IN BUNDELKHAND REGION - EXISTING STATUS, CONSTRAINTS, SCOPE AND SUGGESTED STRATEGIES”.

Objective of the Study

As aptly evident from the statement of the problem itself, the ultimate objective of this study is to evaluate the existing status of hotels and hoteliering trade in Bundelkhand Region of Uttar Pradesh and suggest viable strategies for its healthy development. In order to maintain conceptual clarity
and, accordingly pursue the study systematically, the objective has been further divided into following sub-objectives:

- understand the geographic, economic socio-cultural and ecological personality of the study area
- perceive the prevailing tourism development potential in the study area which is the determining factor with regard to the growth and development of hoteliering sector
- survey the hotel capacity in Study Area, in terms of number of hotels/hotel rooms and their distribution/concentration at major destinations
- assessment of the range of amenities, facilities and services provided by the existing hotels
- qualitative analysis of the available services
- examine the Existing Human Resource Perspective
- evaluation of the effective demand for hotel services in qualitative and quantitative terms
- identification of the existing gap between demand and supply in both qualitative and quantitative view-points
- perceive the factor responsible for the existing gap between demand and supply
- observe the prevailing planning and policy framework with regard to tourism in general and hoteliering sector in particular
- examine the efforts made by various public & private sector institutions towards improvement in the Hoteliering services in the region
- broad prognosis on the future demand vis a vis requirement of hotel services
- suggest viable strategies towards the healthy growth of hoteliering business in the study area keeping in view the inherent constraints
Hypothesis

The research study is aimed at testing the following hypotheses:

- *Hotel and Hoteliering Sector in Bundelkhand Region is adequately developed*
- *Hotel and Hoteliering Sector in the Study Area does not face any constraints and,*
- *There is not much scope for further development of Hotel and Hoteliering Sector in the Study Area*

Obviously, on testing the hypotheses the results may strongly support, partially support or, completely disagree with one or each of the above statements thereby guiding on the ‘scope’ and accordingly paving way for strategic suggestions.

Modus Operandi

The study shall be based on the cross examination and interpretation of the data and facts on various relevant perspective, collected through available secondary information after due authentication, modification, elaboration and exploration (what-ever and where-ever required) through primary research. Thus,

- *Geographic, economic, socio-cultural and environmental perspectives play decisive role in the prosperity of any economic activity, and more so, in case of tourism and hospitality industry. Therefore due care has been taken to collect detailed information to this effect. Available facts in the form of text, empirical data, maps and graphics were collected from all possible sources of secondary information including books, seminar/conference/workshop proceedings, journals, magazines, newspapers, published and unpublished reports of the concerned departments, and even at times, from the experiences of the relevant persons. In view of the vast span of the study area, it was not possible to go*
for extensive primary research, but efforts have been made to authenticate the available information by cross-examining the facts collected from diverse sources of information.

- **Tourist represents the pre-dominant market of Hotel and Hoteliering services.** Putting it in other terms, the ultimate success of the latter vitally depends on the tourist demand, which in turn is guided by tourism resource potential at the given destination/destination region. Incidentally, there is still considerable paucity of references on the tourism resource potential of the study area. Since, it was not possible to physically collect information to this effect in totality, the primary survey was restricted to places like Jhansi, Banda, Chitrakoot, Khalinzer, Lalitpur and Deogarh etc owing to easy accessibility vis a vis prevailing tourism resource potential. Views of the tourists and tourism practitioner were collected through structured questionnaires to further ascertain the tourism potential.

- **Information on available hotels and hoteliering capacity/services in Study Area, in terms of number of hotels/hotel rooms and their distribution/concentration at major destinations was collected from the reports/records of State Tourism Department and physically verified in case of Jhansi, Chitrakoot and Lalitpur, the three destinations ultimately used as reference points in the study.**

- **With regard to assessment of the range of amenities, facilities and services provided by the existing hotels vis a vis qualitative analysis of the available services, feedback from the users/tourists received through questionnaire has been made the sole reference for further analysis and interpretation**

- **For examine the Existing Human Resource Perspective vis a vis Hoteliering business in the region, the information has been collected through on-the-spot surveys conducted in the various properties located in Lalitpur, Jhansi and Chitrakoot.**

- **Assessment of 'effective demand for hotel services in qualitative and quantitative terms' and subsequently 'identification of the existing gap between demand and supply in qualitative and quantitative perspectives'**
have been done on the basis of the ‘user responses’ through structured questionnaires.

- Perception on ‘the factor responsible for the existing gap between demand and supply’ through the responses received from the hoteliering practitioners through structured questionnaires’ and cross-examination of the results in the light of policy perspectives.

- To understand ‘the prevailing planning and policy framework with regard to tourism in general and hoteliering sector in particular’ in the context of the study area in particular, the reports/records/policy documents of the Central and State Tourism Departments were thoroughly referred and interpreted. Viewpoints of the ‘industry practitioners’ and ‘Officials of Department of Tourism’ proved pivotal in deriving the right conclusions in this regard.

- To examine the efforts made by various public and private sector institutions towards improvement in the hoteliering services in the region, ‘the facts were derived from the ‘policy and planning concerned record/documents of the central state tourism departments, as well as, ‘the perception the concerned players from travel trade and hospitality related people, in general.

- The ‘prognosis on the future demand vis a vis requirement of hotel services’ has been made on the basis of interpretation of the data available on the growth of the demand patterns over the year vis a vis the gap expressed by the effective market in terms of the quantitative and qualitative demands’ has been made on the basis of the responses received from the effective market.

- Viable strategies towards the healthy growth of hoteliering business in the study area have been recommended after thorough analysis and interpretation of the data received on all the above perspectives.

- In view of the ‘extreme diversity in the nature of data’ and ‘the resulting complexities in cross-interpretations of the facts’ it was found pertinent to
Significance of the Study

The present peace of research is likely to unfold the reasons responsible for the rather sluggish growth of the hoteliering business and provide generic model approach towards the sustained growth of the same in the context of the present study area in particular and the various analogous destination regions in general. The study is also likely to provide an effective platform for the futuristic researches in generic perspective of the healthy growth and development in hospitality sector in general and hotel and hoteliering trade in particular. The study especially highlights the psychological interpretation of the ‘demand dynamics’ with regard to hotel services which may enable the prospective ‘researchers’ and ‘marketing Gurus’ to realistically understand the generic demand of the market in terms of the qualitative and quantitative perspective of the ‘hospitality related services’ over the time and space. The work would prove to be a path breaking study for the effective and prospective hoteliers and hotel professionals in guiding them to realistically perceive the ‘market demand’ and accordingly ‘match the supply’. The brief interpretation on ‘tourism resource potential’ and ‘tourism development potential’ may also add to the perception of ‘the tourism planners and policy makers’ who ultimately matter in guiding the ‘course’ and ‘magnitude of tourism development’ in the region which ultimately shall have vital bearing on the ‘prospects of the growth of hotel and hoteliering business’.

Bibliographic Search

Tourism today is universally recognized as the fastest growing global industry after Information Technology (IT). However it becomes much more significant
compared to the IT industry owing to its multifarious and far reaching socio-economic, cultural and environmental implications. Hoteliering Sector, being one of the core components of the burgeoning tourism industry has thus become a subject of keen interest for extensive study and research. Since, unlike the other component sectors of tourism, hoteliering is more ‘investment intensive industry’ with little if any ‘flexibility for location change in operations’ it obviously demands for careful assessment of its planning and marketing aspects. However, though a good deal of literature on different perspectives of tourism and hospitality is now available, it may still take considerable time and efforts to establish this promising sector into a well defined ‘disciplinary frame-work’ mainly due to the facts that, (i) tourism and hospitality are still up-coming disciplines on account of their youthfulness, and (ii) almost every aspect of these two multi-disciplinary subjects transcends the boundaries of many disciplines thereby making them rather highly complex subjects for study, (iii) both the sectors are highly sensitive to changes in socio-economic, cultural and ecological environments and, (iv) either of the two are subject to the dynamic interplay of the diverse ‘psychological’, ‘economic’, ‘social’, ‘environmental’ and ‘situational’ factors.

Naturally, in the context of present study too, which in itself is not only multi-disciplinary but also specific to one of the less explored geographic entity, extreme paucity of literature has been witnessed. The scholar not only had to consult references on concepts, philosophies, impacts and trends in Indian and international contexts but also to refer literature on historical, religious and cultural aspects. In this context, while the works of Holloway (1983), Witt and Moutinho(1989), Mill (1990), Smith (1989), Pearce(1981), Burkhart and Medlik (1981), Bouyden (1978), Robinson (1976), Burkhart (1976), Lundberg(1974), Holloway and Plant (1990) and McIntosh (1986) have been very useful with regard to conceptual and philosophical abstraction on tourism, the successive reports of WTO,WTTC, PATA and Department of Tourism
(Government of India), Department of Tourism (Government of U.P.) provided vital information on tourist traffic trends in Indian and international context. Likewise, the study of Bhatia (1991), Seth (1985), Kaul (1985), Negi (1982), Singh (1976), Anand (1976), Usha Bala (1990), Selevam (1989), and Kandari (1998) and, Bhardawaj (1999) proved considerably useful in understanding the structure, as well as, the performance of Indian tourism, on which rests the success of the hospitality industry. The researcher has been guided by many published works of the eminent researchers, viz. Kaur (1985), Ferario (1978), Clawson and Kentch (1967), Reid and Barlow (1978), Gunn (1978), Linton (1968), Kimmelman (1989), Meinung (1989), and Rechie and Zins (1978), in interpretation of the term tourist resource potential. Further, the scholarly contributions of Ferrario (1989), Anand (1991), Brooke and Buckley (1991), Seth (1985), Parsad (1967), Kaur (1985), and Meinung (1989), proved to be decisive for the researcher in understanding the micro-aspects of infrastructural needs of any destination. While perceiving the relative significance of the various effective and potential destinations, the scholar had to taken some notes from Vedic, Puranic and Samriti literature along with Buddhists, and Jains work. History of Bundelkhand and historical significance of the various monuments and sites have been largely derived on the basis of Phadke (1990), Parui (1996) and Suraj Bahan (1972). The information thus derived has also been authenticated with the available archaeological references, as far as possible. Cunningham (1970), B.B.Lal (1950-52), Buddha Parkash (1968), Yadav (1968), Anand (1974), Parihar (1984), Punia (1976), Silk Ram (1972), Mittal (1986), Phogat (1978) have specially been useful, not only in terms of authenticating the historical accounts but providing clues in case of the otherwise missing historical links. Of course, there has been no specific study on tourism resources of India in general and that of Bundelkhand in particular, but the doctoral studies of Anand (1976) on ‘Tourism and Hotel Industry in India’, Kaur (1985), ‘Himalayan :Pilgrimages and the New Tourism’, Bagri (1987)- ‘Buddhist Tourism in India’ and Kandari (1985)‘Wildlife of Garhwal Himalaya: A Recreational Resource for Tourism
Development', though related to different geographic regions and themes, have been considerably helpful in evolving a the systematic framework of the present study. Punia (1992), Singh (1995) and Bansal (1994) have proved to be quite useful in perceiving the Levels of Expectations and satisfaction of Tourists with particular reference to the available hotel units in the region. Evidently this work is also aimed at studying the demand-supply gap with relation to the hotels situated in different locations, on which has subsequent prognosis been made with regard to the performance the hotel industry in present and future perspectives. Likewise, Singh's (1995) study on 'Organizational Health' in relation to commitment, Job Satisfaction and some Allied Attributes in the context of Haryana Tourism has been quite useful in perceiving the HR perspective with regard to hotel industry of the study area.

Apart from the above sources, the research papers contributed in the Tourism Journals like *Annals of Tourism Research, Tourism Management* and Particularly *Tourism Recreation Research*, have been very useful. *Indarama, Swagat, Destination India, Tourism and Wild life, Trav Talk, Travel Trends Travel Mail* and the like popular tourism magazines, too, have been quite helpful at times, obviously, the scholar has to extensively depend on the research papers and popular articles of a number of authors on fairs, festivals, folk dances, art, craft, jewelry, folk traditions, folk theatre and the like themes with relation to Bundelkhand region, published in books, journals and magazines. Doctoral studies of Chaudhary Reena (2001) 'Study on Expectation and Satisfaction Level of Foreign Tourist visiting India'; Singh Akhilesh (2002) 'Strategies for Promoting Tourism in Bhutan'; Das (2001) 'Economic-Socio-Cultural and Environmental Impacts of Tourism- Study on Golden Triangle of Orrissa'; Vij (2003) 'Role of Advertising in Destination Promotion on selected destinations of India'; and Chandra Ashish (2004) 'Customer Relationship Management in Hospitality sector, with special reference to Five star Hotels in India' proved considerably useful in relevant perspectives of the present study.
Limitations

Research is a process with never ending scope. Study on tourism and hospitality perspective becomes all the more complex owing to multidisciplinary and often non-quantifiable nature of the facts owing to the extremely dynamic interplay of a variety of factors. Not only the prevailing economic, socio-cultural, political and environmental in the market, enroute and at the destination has vital bearing on the performance of tourism and hospitality sector, but the individual psyche, situation, immediate need and the most recent experience too play decisive role in customer expectation, experience and satisfaction. While working on the present research problem, the researcher, besides facing the above mentioned problems, also had to come across the crisis of extreme paucity of the data and facts on the study area as the latter has largely remained as one of the lesser studied part of the country from almost every aspect. Obviously, it was not possible for a single scholar, that too with limited resources, to collect first hand information or authenticate the available data. Getting realistic feed back from the respondents (i.e., effective and potential customers/tourists) has always been and would continue to remain as a grey area, more so if it is to be dealt solitarily. Thus, there have been a series of constraints in carrying-out the present study though the researcher has put all his sincerest efforts to reach to authentic conclusions.

Organization of the Report

This study has been divided into Seven Chapters.

Chapter I, 'Introduction' unfolds with brief discussion on the interrelationship between 'Tourism' and 'Hotel and Hoteliering Sector' in view of the extreme complementarity existing between the two. Evidently, the
development of the latter predominantly depends on the 'type' and 'magnitude' of the former. However, owing to the 'demand-supply relationship' hotel sector too plays vital role in the prosperity of tourism at any destination/destination region. Subsequently, having had precisely conversed on the 'Growth and Development of Hospitality Business Over the years', 'Emergence of the Concept of Hotel and its Growth' has been elucidated in International and Indian context. Management and Marketing aspects in global context have also been briefly reviewed in the chapter.

Chapter II, 'Research Design' incorporates the 'plan' and 'process' of the present research. It is organized in the sub-heads including 'Statement of the Problem', 'Objective of the Study', 'Hypothesis', 'Modus Operandi (Research Methodology)', 'Significance of the Study', 'Bibliographic Search (state of the Art' and 'Limitations of the Study', in that order.

Chapter III is devoted on the Geographic Personality of the study area, i.e., Bundelkhand Region of Uttar Pradesh. Aimed at creating a basic understanding on the study area, the Chapter incorporates precise information on history, location, topography, administrative set-up, population and settlement, education, economy, support infrastructure and state of environment with respect to Bundelkhand Region of Uttar Pradesh. It traces out antiquity of the study area and tries to depict the socio-political and religio-socio-cultural personality of the study area, during different phases of its history.

Chapter IV, devoted to 'Growth and Development of Hotel & Hospitality Sector in India vis-à-vis the Study Area'. The section opens-up brief description on growth and development of hotels and Hoteliering in Indian context, and after having provided an overview on 'origin and development of concept of hotel chains' it elucidates the existing hotel operations in Bundelkhand Region of Uttar Pradesh, with special reference to Jhansi, Chitrakoot and Lalitpur. Precisely discussing the growth of hotel sector, the
chapter also provided a detailed overview on the total number of registered hotels and hotel rooms and range of services provided by them at the three selected destinations.

Chapter V deals with existing demand-supply patterns in qualitative and quantitative terms. The quantification of demand is based on the volume of tourist traffic and the on the available hotel accommodation at the three destinations taken for case study. The qualitative analysis, on the other hand, is based on the perception of tourists on various aspects of hotel related facilities and services, derived through structured questionnaires.

Chapter VI, ‘Review and Strategic Recommendations’ incorporates critical assessment of the prevailing gap between the demand and supply of hotel services, and explores the major factors responsible for the same. Having had examined the various constraint areas, as also, the national and state policy framework concerning tourism and hotel industry, some strategic recommendations towards effective promotion of hoteliering sector in the study area.

Last Section of the study ‘Conclusion’ followed by ‘Bibliography’ and ‘Appendices’.

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