Abstract

The present study is titled as “Comparative Study of the Branded Budget Hotels versus Non Branded Budget Hotels”.

The study aims at highlighting the factors which are responsible for the growth and Development of Branded and Non Branded Budget Hotels in Pune City & PCMC Area, this study is also makes a comparison between Branded and Non Branded Budget Hotels on the basis of Marketing Strategies particularly Customer Relationship Marketing and Human Resource Practices followed by these Category of Hotels in Pune.

Branded And Non Branded are the fastest growing and developing hotels throughout the world and have gain popularity in recent past, however there are certain issues faced by these hotels pertaining to Stiff Competition, Customer Satisfaction and factors related to Human Resource Practices, which needs to be addressed.

This study tries to analyze reasons for the growth branded and non-branded budget Hotels in Pune City & PCMC Area and it also covers two important aspects of marketing i.e. Customer Relationship Marketing and Customer Satisfaction, and HR Practices followed in branded and non-branded budget hotels.

For this study 22 Branded and 56 Non Branded Budget Hotels of Pune were selected.

The present study analyses and addresses two important aspects of the hospitality industry i.e. Internal and External customers which should be taken care by the management of these hotels in order to withstand stiff competition which prevails in the Hospitality Industry today.

**Key Words:** - Branded and Non-Branded Budget Hotels, Human Resource Practices, Marketing, Customer Relationship Marketing, Mid-level travellers, Customer Satisfaction, Value added services, Middle class population