PREFACE

The hotel industry today has been recognized as a global industry, with producers and consumers spread around the world. The use of hotel facilities such as: room, restaurant, bar, nightclub or health club; is no longer considered a luxury. For many people these services have become an integral component of lifestyle. Moreover, in the last two decades, demand for and supply of hospitality services beyond that of the traditional services intended for travellers have escalated the growth of the hospitality industry globally, leading to intense competition in the market-place. One of the greatest challenges facing hotel organizations today is the ever-growing volume and pace of competition. Competition has had major implications for the customer, like increased choice, greater value for money, and augmented levels of service.

The increasing sophistication of customers’ demands coupled with the increasing market competition has posed a new challenge to the hotels. Additionally, there is little to distinguish one hotel’s products and services from another. Thus it has become imperative for hotels to gain a competitive advantage. Therefore, in today’s hospitality environment, the true measure of company success lies in an organization’s ability to satisfy customers continually. However, satisfying customers alone is not enough, since there is no guarantee that satisfied customers will return to purchase. It is now becoming apparent that customer satisfaction & loyalty are significantly important in a business organization’s success. As a result, it is quality of service rather than price that has become the key to a hotel’s ability to differentiate itself from its competitors and to satisfy them & to gain customer loyalty.
The collective hotel industry is a significant parrot of the world tourism industry. The industry is by design delivers services to the registered and non registered guests. Key in the process of delivering service in any hotel are the hotel staff and the quality of its products & services. Therefore, the ultimate quality of service provided by a hospitality unit will depend on the collective ability of staff, training and individual motivation to produce the services demanded by the guests besides guests' expectation level for the hospitality products & services.

The hotel industry in Khajuraho & Orchha has been somewhat backward in its approach to both service quality and customer care. Not surprisingly, its hospitality record has taken a battering by both international visitors and the domestic visitors. The problem of seasonality and lack of proper infrastructural facilities continues to present itself as a major threat to the strengthening reputation as an international tourist destination.

With the clear thinking the thesis is compiled with a selection of important themes on customer satisfaction concerning to the hospitality industry of the study area. The thesis comprises of seven chapters as (1) Conceptual Overview of Guest Satisfaction (2) Research Design & Literature Review (3) Study Area: Touristic Personality & Hospitality Sector (4) Major Determinants of Guest Satisfaction (5) Data Analysis and Interpretation (6) Conclusions and Recommendations and Suggestions for Future Research (7) References

Chapter one of the thesis has incorporated conceptual foundation of hospitality, hotel guest and guest satisfaction. It is also covering vivid issues concerning to the guest satisfaction ranging from its theoretical basis; basic components; measurement approaches; overall guest satisfaction and the concept of guest delight.
Chapter two describing the selection of the problem, research objectives, problem statement, research hypothesis, modus operandi and limitations of the present research work. Besides, the chapter pertains to literature review and focuses on the issues, such as guest satisfaction, service quality dimensions and guest loyalty.

Chapter three dealing with the touristic personality and hospitality industry of Khajuraho & Orchha. It has elaborated the geographic personality of the study area, in addition to the hospitality property’s description identified at Khajuraho & Orchha.

Chapter four highlights the major hotel attributes which influences guests’ behavior while their stay in any hospitality unit. Moreover, the chapter also elaborated the relationship of guest satisfaction with service quality & loyalty.

Chapter five analyses the data gained during the fieldwork – separately for each case. The data was analyzed on the basis of demographic classification, travel behavior characteristics & expectations and satisfaction behaviors of the respondents/guests in the study area.

Chapter six brings out the conclusion of the study along with the recommendations and suggestions for future research, which is followed by the most vital Chapter seven i.e. references.