CHAPTER- VI
FINDINGS, SUGGESTIONS AND CONCLUSION

INTRODUCTION

This final chapter deals with the findings, suggestions and conclusion. In every project the researcher gives findings, suggestions and conclusion. This is the backbone of every project. This finding provides what the researcher had found out as the problems and analysis in the study area, the researcher’s suggestions for the findings, and the conclusion of the thesis.

FINDINGS

The research study resulted in the following major findings. These findings are presented in the subsequent sections.

PROFILE OF HOTEL OWNERS AND THEIR SERVICES TO THE CUSTOMERS

Table inferences show that 76% of the hotel owners who started the business belong to the age group of above 41 years. Out of 25 hotel owners 24 are male and only one is female. 28% of the hotel owners’ income ranges from 4-5 lakhs per month. 94% of the hotel owners procure milk from private source for their hotels. They procure grocery items from wholesalers and they purchase daily. 90% of the hotel owners had insured their hotels in government insurance company.

In this study 72% of the hotel owners provided both catering and restaurant services. 80% of the hotel owners do not provide cultural shows, beauty
parlours and gym facilities. 96% of the hotel owners provide first aid facility and television facility, only star hotels provide ambulance facility to their customers. 80% of the hotel owners provide lift facility, ticket booking facility to their customers and accept credit card payments. 80% of the hotel owners provide special discount to their regular customers. 100% of the hotel owners say that word-of-mouth promotion gives more impact their business. Generally the hotel owners allow the employees to receive the tips.

PERSONAL PROFILE OF CUSTOMERS

Table inferences show that 51% of the respondents who preferred to stay in hotels belong to the age group of 21-30 years. They stay in the hotels for employment and professional purposes. 77% of the respondents are male and 93% of the respondents are Indian. 75% of the respondents stay in the hotel for the purpose of occupation, conference, marriage and pilgrimage. Friends and relatives had also been the source of influence to select these hotels. The customers were very much satisfied with the tariff charged, quality of the service provided, check in procedure, clean environment, friendly approach of the employees, special discount provided, and varieties of food offered and pricing of food items.

CHI-SQUARE FINDINGS

Hypothesis testing between services received and various demographic details of the respondents reveal that there was no significant association between choice of hotel and service provided. There was significant association between age, sex, nationality, educational qualification, occupation, marital status, monthly
income, purpose of visit and length of stay and services provided by the hotel owners. The significant positive relationship between services provided and demographic details of the respondents reveal that quality services provided at these hotels were the main criterion of all the respondents irrespective of age, sex, nationality, educational qualification, occupation, marital status, and monthly income, purpose of visit and length of stay.

CORRELATION ANALYSIS

All the dimensions of service provided and demographic information were highly correlated and they are found to be significant.

SERVQUAL ANALYSIS

In SERVQUAL there are 5 dimensions of service quality in this study. Empathy is the dimension where the service gap is more in this study. Response, reliability, assurance and tangibility are ordered in the same manner where the service gap is more.

TANGIBLES

A tangible facility refers to the physical facilities provided for customers during their stay in the hotel. First, the availability of modern equipments made available to customers for communication is satisfactory to some extent. The neat appearance and the appealing physical facilities at these hotels were quite satisfactory to the customers. Basic services that satisfied customers generally were facilities like easily accessible reservations, quick check in and check out facility,
convenient location etc. All these basic services provided at these hotels were satisfactory to the customers in star and middle level hotels but small hotels do not provide that much of satisfaction to their customers.

RELIABILITY

Reliability is the ability of an entity to perform its assigned task predictably and without fault at all times. Prompt services are essential element required to attract more and more customers. The findings reveal that 43% of the customers were satisfied with the prompt services provided to them at these hotels. The customers were satisfied with the maintenance of accurate records. Only 30% of the customers felt that the prices of goods at the hotel shops were reasonable. Amicable nature of the staff was satisfactory to the customers.

RESPONSIVENESS

Statistical findings show that customers were satisfied with the staff at the hotel who informed them promptly about the performance of the services. Willingness of the staff to help customers and prompt reply to the customer’s questions were satisfactory to them. Customers were moderately satisfied with the willingness of the hotel staff to respond to customer’s requests.

ASSURANCE

The study reveals that the customers were satisfied with the trustworthiness and politeness of the staff. The hotels provide the employees with
the required support needed to do their job effectively. Customers were satisfied with
the courteousness and politeness of the staff.

**EMPATHY**

As per the study, 25% of the customers were satisfied with the individual
attention providing the required services. The hotel reception was open throughout,
for the convenience of the guests. Study reveals that only 20% of the satisfied
respondents responded that the hotel had the best interest of their customer at
heart. Customers were moderately satisfied with the quality of meals provided and
with the laundry services provided by these hotels.

**SUGGESTIONS**

The following are the suggestions provided by the researcher to the hotel
owners, customers, hotel employees, Government and others. If they follow the
researcher’s suggestion definitely this will be helpful to the society as well as the
hotel related people and also it will increase the national income of our country.

**SUGGESTIONS FOR THE HOTEL OWNERS:**

1. Hotels do initiate effective steps to constantly improve the quality of services
   provided to their customers.
2. It is seen that the customers are waiting for table. So, increasing the number
   of seating facilities would solve the problem and in addition provide
   employment to many by increasing the attendants.
3. Medical facilities and equipments may be kept ready at all times at the hotel premises.

4. The time taken to deliver the service to the customers shall be minimized to 10 minutes.

5. A special discount in tariff may be considered for regular customers.

6. Management could see that tariff charged by them is affordable to customers of all classes, not compromising on their quality of services and maintaining good customer relations.

7. The hotel authorities may go out of their way in serving their customers with the best food, accommodation services and bringing about flexibility in their services to make their stay a pleasant experience.

8. The management needs to take efforts to see that basic facilities like sanitation, flexibility in check in and out timings, money exchange, cab facilities, ticket booking facilities are adequate to attract and retain customers.

9. The staffs employed have to be well trained. They need to respond to their guests in an amicable way and be prompt in their services.

10. Appearance of the hotel, neatness maintained in the premises, and the appearance of the staff count to a great extent to sustain the competing market share.

11. Hotel staff may be trained and motivated at regular intervals in providing quality services.

12. Regular feedback from their customers helps to increase their quality of services and serve their guests better.
13. The hotel owners should recruit right person for the right job, for this will help them to provide prompt services to their customers.

14. The hotel owners provide quality services at reasonable rate. It is one of the ways to attract the customers among the competitors.

15. Necessary steps should be taken by the hotel owners to regularly check the proper functioning of facilities provided in the rooms.

SUGGESTIONS FOR THE CUSTOMERS:

1. If the customers select same hotels regularly, they may avail discount and other facilities.

2. Selection of same hotel may help the customers to get better hospitality services.

3. The customers should behave genuinely in the hotels and they should treat the employees gently.

SUGGESTIONS FOR THE HOTEL EMPLOYEES:

1. The staff of the hotels could be made aware of all the facilities available, in such a way that they are able to answer all the questions of the customers.

2. ‘Guest is equal to god’. So, the employees should treat the guests in a well manner.

3. The employees should provide prompt service to the customers.

4. They should not disturb the guests for getting tips and for others unnecessarily.
SUGGESTIONS FOR THE GOVERNMENT:

1. Government should appoint health inspectors to verify the adulteration and hygiene of food items regularly.

2. The Government should supervise the facilities available in the hotels periodically.

3. If the Government inspects the hotels periodically, it will increase the number of tourists and result in large GDP to our country.

OTHER SUGGESTIONS:

1. The family members and society should motivate women to start hotel business.

2. The Government should take effective steps to keep the environment clean. It will attract more number of tourists.

3. The Government can initiate more training programmes on entrepreneurship development to encourage young entrepreneurs especially in hotel sectors. As it is a booming industry, it will provide more employment opportunities.

CONCLUSION

“Service to man is service to God”. As the proverb says the hotel owners and the managers provide good service to their customers, which in turn will increase the profitability of the hotels.

In the hotel industry, service quality, as an extremely subjective category, is crucial to the satisfaction of the customers. If they increase the quality of service it
will attract more customers at the same time they can expand the business, and it will lead to more employment opportunities.

To sum-up, this thesis attempts to clarify the SERVQUAL model and not only provides the managers with a clear picture of the quality of the services provided, but also helps the hotel owners to discover the needs, tastes, preferences and expectations of the guests. It also lists out various facilities provided by the hotels to their customers and also various services mixes provided. We can say that it helps managers in setting the standards for the provision of services in the hospitality industry.

**SCOPE FOR FURTHER STUDY**

The following are the areas for further research in which the prospective researchers could pursue:

1. A study on the services of star hotels only.
3. A study on customer satisfaction in Tamilnadu tourism.
4. A comparative study on the services of hotel industry in two districts or two states.
5. A study on the service quality of star hotels.