APPENDICES

(x)

BIBLIOGRAPHY

BOOKS:
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17. Varshney, R.L, Marketing Management Text and cases (An Indian Perspective), Sultan Chand & Sons, New Delhi, 2005.

ARTICLES:


17. Liz Doherty, Simonetta Manfredi, Women's employment in Italian and UK hotels International Journal of Hospitality Management, Volume 20, Issue 1, March 2001,


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5. www.statistics.com

6. www.dailythanthi.com

8. www.tajhotels.com


13. www.livemint.com


21. Tourism statistics 2010, Department of Tourism Government of TamilNadu.
NEwS PAPERS:

4. Daily Thanthi dated 13.2.11 Increase of Tourists in Thanjavur District.
5. Daily Thanthi dated 27.11.11 Increase of Tourists in Thanjavur District.
INTERVIEW SCHEDULE TO HOTEL OWNERS

Name and address of the Hotel. : 
(Please affix your seal)

Name of the Proprietor/Partner : 

Age : ☐ Less than 30 ☐ 30-40 ☐ Above 45

Gender : ☐ Male ☐ Female

Place of registered office : ______________________

Year of registration : ______________________

Registration No. : ______________________

Number of branches if any : ______________________

I MANAGEMENT

1. Do you manage the lodge by yourself or let it out for lease?

☐ Lease ☐ Personal management

2. (a) If it is for lease what is the lease period.

☐ 1 Year ☐ 2 Years ☐ 3 Years ☐ 4 Years ☐ 5 and above 5 Years

(b) What is the lease amount?

3. If it is by own management what is the yearly Income? (approximately)

4. What is the amount of advance you are getting for letting the rooms?
II EMPLOYMENT

1. How many employees are there in your hotel?

2. Are they permanent or temporary?

3. Details regarding Labour:

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Particulars</th>
<th>No. of employees</th>
<th>Age and Gender</th>
<th>Education</th>
<th>Experience</th>
<th>No. of days employed in a month</th>
<th>Wages (Weekly, Monthly, daily)</th>
<th>Festival allowance (Bonus/others)</th>
<th>Full time/Part time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Managers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>2</td>
<td>Cashier</td>
<td></td>
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</tr>
<tr>
<td>3</td>
<td>Accountant</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Bill man</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Supervisor</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Receptionists</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Store man</td>
<td></td>
<td></td>
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<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Security</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>9</td>
<td>Porter</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>House keepers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Waiters</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Masters</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Doorman</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Cleaner/Room boy</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Telephone Operator</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

III ROOM FACILITIES AND TARIFF:

1. Total number of rooms you have -----------------------------
2. Type of room, tariff per day and other details:

<table>
<thead>
<tr>
<th></th>
<th>SINGLE-BED</th>
<th>DOUBLE-BED</th>
<th>FAMILY-SUITE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>A/C</td>
<td>NON A/C</td>
<td>A/C</td>
</tr>
</tbody>
</table>

IV GENERAL INFORMATION:

1. What is your average monthly income? (approximately)

2. What are the average Electricity expenses per month?

3. What are the average maintenance expenses per month?

4. Where do you procure the following items?

   (a) Milk : □ Co-Operative society □ Private □ Own source

   (b) Vegetables : □ Agriculture producers □ Market □ Own source

   (c) Grocery items : □ Wholesaler □ Retailer

5. How often do you purchase the grocery items?
   □ Monthly □ Fortnightly □ Weekly □ Daily

V INSURANCE:

1. Have you insured your business? □ Yes □ No

2. If yes please give details
## MARKETING MIX OF SERVICES

(Please tick in the appropriate boxes)

1. Are you providing the following services to your customers?

<table>
<thead>
<tr>
<th>Service</th>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) Reception counter</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(b) Catering and Restaurant</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(c) Television</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(d) Cultural shows</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(e) Beauty parlours</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(f) Gyms</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(g) Telephone</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(h) News papers and Magazines</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(i) First aid</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(j) Ambulance</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(k) Arrangement for Temple Dharshan</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(l) Car Parking</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(m) Ticket booking</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(n) Payment through Credit card</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(o) Lift facility</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(p) Laundry service</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
(q) Other services (If any Specify)  ----------------------------- 

2. What type of media are you using for advertisement?
   - [ ] Print Media
   - [ ] Broadcast Media
   - [ ] Telecast Media

3. What type of sales promotion tools are you using?
   - [ ] Broucher
   - [ ] Folder
   - [ ] Packaging
   - [ ] Display Materials
   - [ ] Attraction Leaflets
   - [ ] Special Offers
   - [ ] Others, please specify _____________________

4. Do words-of-mouth promotion have impact in your business?
   - [ ] Yes    [ ] No

5. Do you provide the following Strategies in the pricing?
   - YES                     NO
   - (a) Seasonal Discounts
   - (b) Trade Discounts
   - (c) Special Discounts
6. Do you allow tips payment to your employees? □ YES □ NO

7. What kind of distribution strategy you are following? YES NO
   (a) Tour operators □ □
   (b) Travel Agents □ □
   (c) If Others (Specify) - ____________________________

***********************
QUESTIONNAIRE TO GUESTS / CUSTOMERS

I  DEMOGRAPHIC INFORMATION

1. Name of the hotel : 

2. Name of the Respondent : 

3. Age in years : □ 20-30, □ 31-40, □ 41-50, □ 51-60, □ Above 60

4. Gender : □ Male □ Female

5. Citizenship : □ Indian □ Foreign

6. Place of residence : □ Urban □ Rural □ Semi-Urban

7. Marital Status : □ Married □ Unmarried

8. If married (i) No. of Children : -------------------
   (ii) Number of members in your family:-----------------------

9. Educational Qualification : □ PG □ UG □ HSC or Equivalent
   □ Technical □ Others

10. Occupation : □ Employment □ Professional
    □ Agriculture □ Self-employed.

11. Place of Occupation : □ India □ Foreign

12. Locality of Occupation : □ Urban □ Rural □ Semi-Urban

13. Monthly Income (approximately in `) : □ Below 10,000 □ 10,000 to 20,000
    □ 20,001 to 30,000 □ above 30,000
II NATURE AND PURPOSE OF VISIT:

1. Purpose of visit :  
   - Occupation
   - Conference
   - Sight seeing
   - Relaxation
   - Health
   - Pilgrimage.
   - Marriage
   - Others

2. With whom have you come? :
   - Family
   - Friends
   - Officials
   - Single.

   (a) If not single
   - How many have come with you? :
     - Below 5
     - 5-10
     - Above 10

3. Where are you coming from? :
   - Local
   - Outside
   - Foreign

4. How did you come to know about the hotel? :
   - Acquaintance
   - Advertisement
   - Travel agency or Catalogue
   - Internet
   - Friends/Relatives
   - Others, please specify------------

III. FOOD AND ACCOMMODATION:

1. State the place of stay :
   - Hotel
   - Mansion

2. In which hotel are you staying? :
   (Please mention the Hotel Name)

3. Length of stay in the Hotel :
   - 1 Day
   - 2 Days
   - 3 Days
   - 4 Days
   - 5 Days
   - 6 or more Days

4. How do you feel about the cost of accommodation? :
   - High
   - Moderate
   - Low

5. How do you feel about the cost charged for food and other beverages? :
   - Very High
   - High
   - Moderate
   - Low
   - Very low

6. Do you have the habit of offering tips? :
   - Always
   - Occasionally
   - Never
STATE THE LEVEL OF SATISFACTION FOR THE FOLLOWING

(Please tick in the appropriate boxes)

<table>
<thead>
<tr>
<th>SL. NO.</th>
<th>DESCRIPTION</th>
<th>HIGHLY SATISFIED</th>
<th>SATISFIED</th>
<th>NEUTRAL</th>
<th>DISSATISFIED</th>
<th>HIGHLY DISSATISFIED</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Check- in procedure of the hotel.</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>2</td>
<td>Clean environment of the hotel</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>3</td>
<td>Friendly approach of the receptionist.</td>
<td></td>
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</tr>
<tr>
<td>4</td>
<td>Guidance given by front office.</td>
<td></td>
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</tr>
<tr>
<td>5</td>
<td>Hospitality extended by the hotel authorities.</td>
<td></td>
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<tr>
<td>6</td>
<td>Atmosphere ,ambience of your room.</td>
<td></td>
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<tr>
<td>7</td>
<td>Cleanliness of the room and toilet.</td>
<td></td>
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<tr>
<td>8</td>
<td>Working of electrical items(light, fan etc.)</td>
<td></td>
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<tr>
<td>9</td>
<td>Furniture facilities(Cot, table, chairs, Dressing table etc.)</td>
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<tr>
<td>10</td>
<td>Room service</td>
<td></td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>11</td>
<td>Standard of Restaurant services</td>
<td></td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>12</td>
<td>Quality of food and/or beverages served</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>13</td>
<td>Services of the coffee shop</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Pricing of food items.</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>15</td>
<td>Varieties of food offered.</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>16</td>
<td>Interior decoration.</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>17</td>
<td>Mini bar content</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>18</td>
<td>Services, quality and cleanliness of the fitness and wellness centre.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Intercom facilities</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Dress washing facilities</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>Banqueting services, board rooms halls for fitness and wellness centre.</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>22</td>
<td>Hygienity of swimming pool</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>23</td>
<td>Car parking facility</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>Waiting for executing the order in the</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
# MEASURING SERVICE QUALITY

(PUT NUMBER IN THE APPROPRIATE BOXES)

<table>
<thead>
<tr>
<th>S. NO.</th>
<th>DESCRIPTION</th>
<th>PERCEPTION</th>
<th>EXPECTATION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Strongly Agree</td>
<td>Strongly Disagree</td>
</tr>
<tr>
<td>1</td>
<td>The hotel has up-to-date equipments.</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>The hotel has visually appealing facilities.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Hotel employees are well dressed and appear neat.</td>
<td></td>
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</tr>
<tr>
<td>4</td>
<td>The hotel’s appearance is as it should be</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>The hotel keeps up its promise of doing things on time</td>
<td></td>
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<tr>
<td>6</td>
<td>Hotel authorities willingly solved your problem.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>The hotel service is dependable</td>
<td></td>
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</tr>
<tr>
<td>8</td>
<td>The hotel provides services as promised.</td>
<td></td>
<td></td>
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<tr>
<td>9</td>
<td>The hotel maintains accurate records.</td>
<td></td>
<td></td>
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<tr>
<td>10</td>
<td>Hotel employees are able to tell you exactly When services will be performed.</td>
<td></td>
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</tr>
<tr>
<td>11</td>
<td>Hotel patrons are able to offer</td>
<td></td>
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<tr>
<td></td>
<td>Prompt services.</td>
<td></td>
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<tr>
<td>---</td>
<td>---------------------------------------------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Hotel employees are willing to help guests.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Even if busy, hotel employees are available to meet your needs.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Guests are able to trust hotel employees.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>You feel safe in your dealing with hotel employees</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Hotel employees are polite at all times.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Hotel employees have sufficient support from the authorities to do jobs well.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>The hotel provides you service with individual attention.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>The hotel employees provide you with individual attention.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Hotel employees are able to understand your specific needs.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>The hotel has your best interests at heart.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>The hotel has operating - hours convenient to you.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
MARKETING MIX OF SERVICES

(Please tick in the appropriate boxes)

<table>
<thead>
<tr>
<th>Always</th>
<th>Occasionally</th>
<th>Never</th>
</tr>
</thead>
</table>

1. Are you getting the following services from the hotels?

(a) Reception counter

(b) Catering and Restaurant

(c) Bed, Room, Light, Water Sanitation and ventilation

(d) Television

(e) Cultural shows

(f) Beauty parlours

(g) Gyms

(h) Telephone,

(i) News papers and Magazines

(j) First aid and ambulance

(k) Arrangement for (i) Temple Dharshan

(ii) Visiting places

(k) Car Parking
2. Which media attracts you mostly?

☐ Print Media

☐ Broadcast Media

☐ Telecast Media

☐ Electronic Media (websites)

☐ Others

3. Why does the particular medium attract you?

4. Are you getting the following discounts?  

YES  NO

(a) Seasonal Discounts

☐ ☐

(b) Trade Discounts

☐ ☐

(c) Special Discounts

☐ ☐

5. How do you select the hotels?  

YES  NO

(a) Tour operators

☐ ☐

(b) Travel Agents

☐ ☐

(c) Friends/Relatives

☐ ☐

(d) If others (Specify)  

____________________________________
6. Do you find adequate number of the following staff in the Hotel?

<table>
<thead>
<tr>
<th></th>
<th>Always</th>
<th>Occasionally</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Receptionists</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>b. Room Boys</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>c. House Keepers</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>d. Waiters</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>e. Doorman</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

7. How long have you been kept waiting after placing the order? (approximately)

☐ Less than 15 minutes
☐ 15-30 minutes
☐ More than 30 minutes.

8. If you are waiting for service, mention the reasons,

☐ Non-availability of accommodation.
☐ Non-availability of waiter
☐ Time taken for food preparation.
☐ Others please specify ____________________

*******