CHAPTER- VI
FINDINGS, SUGGESTIONS AND CONCLUSION

INTRODUCTION

This final chapter deals with the findings, suggestions and conclusion. This is the back bone of every project. This finding provides what the researcher has found out as the problems from the analysis of the study area. This last chapter concludes with the finding of the study and suggests remedial measures for the growth of the hotel industry with reference to the objectives.

FINDINGS

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

PERSONAL PROFILE OF THE GUEST

Table inference shows that 59 % and 70% of both domestic and foreign tourists who visited to the star hotel is between the age group of 31 to 40 years. It has been found out that most of the people of this age take tourism for official and business purpose alone. 85 % and 80% of domestic and foreign tourists who visited the star hotels are male. 49 % of the domestic tourists and 46% of the foreign tourists are government employee respectively. 34 % of the tourists are from U.S.A and they stayed at classified star hotels. 21 % of domestic tourists who stayed in star hotels are from Tamil Nadu. 43 % of foreign tourists and 39% of domestic tourists consider pleasure trip and business trip as the main purpose of visit to chennai. 63% of domestic and 56% of foreign tourists wishes to travel
alone and with family. 55% of respondent domestic tourists and foreign tourists had visited to hotels for first time. 65% and 45% of domestic tourists and foreign tourists had demanded room for 3 to 5 star category Hotels. 72% and 59% of the star hotel prefer to stay in single room in the star hotel.

PREFERENCE OF STAY BY TOURISTS

Table inference shows that 47% of the domestic tourists have an average monthly income of rupees 20,000 to 30,000. 49% of the foreign tourists have average monthly income of 3001-4000 dollars. Hence domestic tourists prefer to stay in 1 to 3 star hotels and foreign tourists prefer to stay in four and above star category hotels. 54% of domestic expressed that the standard of indian hotels was good. 37% of foreign tourists expressed that the standard of indian hotels was average.

Table inference shows that 40% of domestic tourists and foreign tourists prefer to stay in 1 to 3 star hotels. 56 % and 60% of domestic tourists and foreign tourists prefer down town area hotels. 72% and 69% of domestic and foreign tourists prefer single room occupancy in star hotels.

SOURCE OF INFORMATION ABOUT HOTELS

Table inference shows that 64% and 59% of both foreign and domestic tourists know hotels through the travel agents and acquittance. Hence the finding reveals that co-operation and tie up with travel agents increases the flow of the tourists to star hotels for its prospects.
TOURISTS OPINION ABOUT THE HOTELS OF THEIR STAY

The finding reveals that 100% of domestic tourists and foreign tourists consider cleanliness as important factor in selecting the hotels of choice. 65% and 64% of domestic and foreign tourists say that the accommodation facilities in chennai had improved. Regarding the facilities offered by the hotels it has been found that 100% of domestic and foreign tourists consider the availability of room service as important factors in the selection of hotels. 86% and 90% of the responded foreign tourists and domestic tourists spent most of trip expenditure for hotels and food. 76 % of the domestic tourists and foreign tourists prefer to stay in European plan. 33% and 30% of the domestic tourists and foreign tourists state that cost is not commensuration with the facilities available in the four to five star deluxe hotels. 100% of the respondent foreign and domestic tourists consider cleanliness as an important factor in choosing the hotels of choice.

OPINION OF TOURISTS ABOUT TAXES AND PRICES

63%, 62 and 46% of the domestic tourists have graded the hotel sales tax, luxury tax and service tax as high. 64%, 43% and 34 % of foreign tourists have graded sales taxes, luxury taxes and service tax as high. 37% and 41% of the respondent domestic tourists and foreign tourists tourists support the idea of abolishing of sales taxes, luxury tax and service tax. 58% of domestic tourists considered that the price of room and food to be high. 56% of the foreign tourists considered that the price of room, food, beverage to be moderate.

Hence, reduction of taxes leads to prospects of hotels industry.
OPINION OF TOURISTS ABOUT THE SERVICE OF HOTELIER

83% and 60% of foreign tourists have graded the service of receptionists and room boy as good. 81% and 88% of domestic tourists have graded the service of receptionist and room boy as good. 69% and 74% of domestic tourists have graded the taste of food and variety of food as good. 65% and 52% of foreign tourists have graded the taste and variety of food as Good. 39% of the respondent tourists were attracted by electronic media. 69% and 55% of foreign and domestic tourists have graded the furniture and room Area as Good. 100% of both domestic tourists and foreign tourists consider cleanliness as an important factor in the selections of hotels.

FINANCIAL ASSISTANCE FOR THE PROSPECTS OF HOTELS

INDUSTRY

Table inference shows that Tourism Financial Corporation of India (TFCI) has provided large financial assistance of 131198 lakhs and 109465 lakhs to 3 star and 5 star category hotels. The total sanctioned amount to hotel industry by Industrial Financial Corporation of India (IFCI) in 1996 was 1759.8 crores and in 2010 was 66.71 crores. It is to be noted that total financial contribution to hotel industry had decreased to 0.6% at 2010. The state government of Tamil Nadu had sanctioned rupees 62.00 crores as financial assistance at 2009-2010 to hotel industry.
OPINION OF HOTELS OWNER FOR THE PROSPECT OF HOTEL INDUSTRY

71% of the star category hotelier are satisfied with loan repayment and grace period. 85.29% and 88.88% of 1 to 3 star hotels are using press advertisement and travel agent as promotion method. 91.2% of 4 to 5 star hotels use press advertisement, sign board, travel agents and electronic media for improving the business.

HOTELIER OPINION ABOUT ROOM OCCUPANCY RATIO

71.3% in one star category hotels and 70.25% in four star category hotels is the average room occupancy ratio of respondent star category hotels at Chennai. during peak seasons 86-87% and 86-88% is the average room occupancy ratio of respondent 1-3 star and 4-5 star category hotels. 56-58% is the average room occupancy ratio of respondent 4-5 star category hotels. 56-58% is the average room occupancy ratio of respondent 4-5 star category hotels. During normal seasons, 50-53% is the average room occupancy ratio of respondent 1-3 star category hotels during normal seasons. During lean period 37-41% and 30-35% is the average room occupancy ratio of respondent star hotels in 4-5 star deluxe and 1-3 star category hotels.

ANOVA TEST – OPINION OF TOURIST ABOUT FACILITIES PROVIDED BY STAR HOTEL

The anova test findings shows that there is a significant difference between purpose of stay in foreign tourist of the respondents and their opinion about restaurant services, credit card, telephone, television in room, conference hall,
entertainment, medical facilities, outdoor sports, foreign exchange, air conditioner, bar facilities, safety locker, travel agent, hot water and yoga.

The ANOVA test findings show that there is a significant difference between purpose of stay in Indian tourist of the respondents and their opinion about restaurant services, credit card, television in room, conference hall, medical facilities, outdoor sports, foreign exchange, air conditioner, safety locker, hot water and yoga. The ANOVA test findings show that there is no significant difference between purpose of stay in Indian tourist of the respondents and their opinion about telephone, entertainment, bar facilities, travel agent and conference hall.

The ANOVA test findings show that there is a significant difference between purpose of stay in foreign tourist of the respondents and their opinion about location of the hotel, quality of food and beverage, cleanliness of the room and toilet, room services, car parking facilities, standard of restaurant services, hygienic of swimming pool, mini bar content and guidance given by front office.

The ANOVA test findings show that there is a significant difference between purpose of stay in Indian tourist of the respondents and their opinion about location of the hotel, quality of food and beverage, cleanliness of the room and toilet, room services, car parking facilities, standard of restaurant services, hygienic of swimming pool, mini bar content and guidance given by front office.
ANOVA TEST – TAXES

The anova test findings shows that there is a significant difference between purpose of stay in indian tourist of the respondents and their opinion about sales, luxury and service taxes.

The anova test findings shows that there is a significant difference between purpose of stay in foreign tourist of the respondents and their opinion about sales, luxury and service taxes.

ANOVA TEST – TASTE AND VARIETY OF FOOD

The anova test findings shows that there is a significant difference between purpose of stay in foreign tourist of the respondents and their opinion about taste and variety of foods.

The anova test finding shows that there is a significant difference between purpose of stay in indian tourist of the respondents and their opinion about taste and variety of foods.

ANOVA TEST – BEHAVIOUR AND SERVICES OF STAFF

The anova test finding shows that there is no significant difference between purpose of stay in indian tourist of the respondents and their opinion about room boy. The anova test finding shows that there is a significant difference between purpose of stay in indian tourist of the respondents and their opinion about receptionist.
The anova test finding shows that there is a significant difference between purpose of stay in foreign tourist of the respondents and their opinion about room boy and receptionist.

**ANOVA TEST– FURNITURE AND ROOM AREA OF HOTEL**

The anova test finding shows that there is a significant difference between purpose of stay in indian tourist of the respondents and their opinion about room area, furniture and furnishing in this hotel.

The anova test finding shows that there is a significant difference between purpose of stay in foreign tourist of the respondents and their opinion about room area, furniture and furnishing in this hotel.

**ANOVA TEST– STANDARD OF INDIAN HOTEL**

The anova test finding shows that there is a significant difference between purpose of stay in foreign tourist of the respondents and their opinion about the standards of indian hotel compared to international hotel abroad.

The anova test finding shows that there is a significant difference between purpose of stay in indian tourist of the respondents and their opinion about the standards of indian hotel compared to international hotel abroad.

**ANOVA TEST– FOOD, BEVERAGE AND ACCOMODATION**

The anova test finding shows that there is a significant difference between purpose of stay in foreign tourist of the respondents and their opinion about food, beverage and accommodation.
The anova test finding shows that there is a significant difference between purpose of stay in indian tourist of the respondents and their opinion about food, beverage and accommodation.

**T – TEST - OPINION OF TOURIST ABOUT FACILITIES PROVIDED BY STAR HOTEL**

The test findings shows that there is a significant difference between indian and foreign tourist of the respondents and their opinion about restaurant services, medical facilities, travel agent, yoga and conference hall.

The test finding shows that there is no significant difference between indian and foreign tourist of the respondents and their opinion about credit card, telephone, television in room, conference hall, entertainment, outdoor sports, foreign exchange, air conditioner, bar facilities, safety locker and hot water.

The test finding shows that there is no significant difference between indian and foreign tourist of the respondents and their opinion about location of the hotel, quality of food and beverage, room services, car parking facilities, standard of restaurant services, hygienic of swimming pool and guidance given by front office.

The test finding shows that there is a significant difference between indian and foreign tourist of the respondents and their opinion about cleaning ness of the room and toilet and mini bar content.
T TEST – TAXES

The test finding shows that there is no significant difference between Indian and foreign tourist of the respondents and their opinion about sales, luxury and service taxes.

T TEST – TASTE AND VARIETY OF FOOD

The test finding shows that there is no significant difference between Indian and foreign tourist of the respondents and their opinion about taste of foods. The test finding shows that there is significant difference between Indian and foreign tourist of the respondents and their opinion about variety of foods.

T TEST– FOOD, BEVERAGE AND ACCOMODATION

The test finding shows that there is a significant difference between Indian and foreign tourist of the respondents and their opinion about food and beverage.

The test finding shows that there is no significant difference between Indian and foreign tourist of the respondents and their opinion about accommodation.

T – TEST- PROMOTION METHOD

The test finding shows that there is no significant difference between type of hotel of the respondents and their Opinion about Press Media, Travel agent and Sign board.

The test finding shows that there is a significant difference between type of hotel of the respondents and their Opinion about tourist office.
CHI SQUARE FINDINGS

The Chi square finding shows that there is no significant association between type of hotel of the respondents and their Opinion about facing problem in getting assistance from financial institution, Grace Period and Loan repayment opinion provided by these institution.

SUGGESTION TO THE GOVERNMENT

Here the researcher has presented certain suggestions for the promotion of the hotels industry. For the development of the hotels industry the following suggestions are to be adopted and new guidelines are to be framed by the legislation to provide reconstructive support for the development of the hotels industry in the forth coming decades. The suggestions for the development of the hotels industry are given below.

Reducing the sales tax on food and beverage may be adopted and implemented by the government

Government may provide all financial assistance for the development of the hotels. Separate legal code for the development of the hotels industry should be formulated. Government may eventually legislate for avoiding all legal problems that would create a healthy climate for the investment of hotels industry in new projects

The rate of luxury tax vary is in accordance with the volume of sales of room. The luxury tax varies from state to state in india .Rationalized by designing
on uniform structure of luxury tax throughout the country on hotels industry reduces the confusion in the minds of the tourists.

The government should make available of electricity, water and other infrastructure facilities at concession rate. The government may assist in negotiation with the above vexing problem that the hotels industry faces especially.

The hotel industry being the capital intensive industry is accomplishing with long gestation period. The existing financial institution like IDBI, IFCI, ICICI and other commercial financial institutions do not give adequate attention for the development of hotel industry. It had been suggested that separate financial institution and corporation should be established and these established institution should not only provide financial assistance but also guidelines for operation, market feasibility, advice to implementation of latest technology, etc.

The government should set up committee regularly to exercise control over room tariff and other prices. So that customer are not been exploited by the existing high rate. Further the government may reduce the existing taxes on hotel industry for its prospects.

Government may take steps for abolishing double tax system. Hotels are been computed to pay tax for the purchase of food products and again to the sale of the products in the hotels. This type of dual price has been found only in the hotels industry.
Government may concentrate on rural tourism, Agricultural tourism, ecological tourism, health tourism which would help in the development of the hotels industry.

Hotel industry had been bestowed with the industry status. Priority consideration in allotment of cement for construction, steel, telephone, telex, LPG connection, exception from power cut may be given to the hotels industry.

The rate varies from one star hotel to the other star hotel. Hence government of India may provide uniform tariff to avoid confusion among the guest of the hotelier

The supply of foods / drinks to the customers staying in a hotels does not par take the character of a sale of goods. The hotels industry constitutes a distinct activity together to which the existing sale of goods would not apply. Imposition of sales tax on hotels industry could not be justified. Therefore sales tax on food, beverage and operational services should be abolished.

The development of compulsory tour program to students and government employees may help in development of hotel industry especially during non seasonal period. The off season discount in boarding and catering should be provided in star hotels to the tourists.

For improving the quality of service and facilities of hotel industry department of Tourism, Government of India should enforce hoteliers to appoint at least 3 diploma in one to three star hotels, 5 diploma and three post graduate in four and five star deluxe hotels condition that the diploma should be obtained
training from Institute for Hotels Management and Catering Technology approved by National Council for Hotels Management.

In south Indian hotels the demands for the room is higher than the supply of rooms. Hence to some extent hotelier are not concerned about customers satisfaction, qualities of service and facilities offered. Hence hotelier may form a committee consisting of the hoteliers and government representatives to monitor the standard of services and facilities offered by the hotels. Hotels which do not cooperate in this regard should have no concession/incentives and should be disapproved.

The Government should supervise the facilities available in the hotels periodically. The non availability of land and large capital investment have greater impact for the development of hotels at tourists destination areas. so government may fix a fair price on land for the development of hotels

If, these suggestions are carried out by government hotels industry will improve in future.

SUGGESTIONS TO THE HOTELIERS AND HOTEL ASSOCIATIONS

The hotels should make a tie up with leading hotels chain around the world. Hotels must get input from global marketing, consultancy services for operative system, computer software, business meeting facilities and equipment procurement. Hotels must initiate joint ventures participating in the international conferences and must provide intensive e training to the executives.
The hotels should maintain a good public relations, Handy travel pocket guide with detailed information about indian tourism and hotels facilities must be provided to the tourists. Sales call and seminar should be frequently arranged by inviting participants from various fields such as consultancy services, travel agents and employees of the hotels. In the hotel management no proper uniform principle are followed so far. Hence, uniform and universal management may be adapted. Further the research development programs at hotels may be funded.

It is suggested that hotels may be constructed based on the purpose of visit of the tourists especially for international tourism, cultural tourism, business tourism, pleasure trip tourism, health tourism.

Proper tourist booklet must be provided. It must contain the various information regarding hotels and its tariff, tourists travel, tourists guides, hotels booking agents, online booking, website etc to increase the room occupancy of the hotels Hotelier may maintain response card to monitor customer attitude and on satisfaction level. The response card may contain matters relating to customer satisfaction, standard of the services, type of facilities most preferred and availed to the guest.
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 and service quality of star hotel.
2 A comparative study of the problems and prospects of the star status hotels and resorts.
3 A study on customer satisfaction in Tamil Nadu tourism.
4 A comparative study on the problems and prospects of hotels industry in two districts of Tamil Nadu.

CONCLUSION

The research is conducted in order to know the existing condition of the hotels industry in Chennai. Though hotel industry is a capital industry with a long gestation period it is still a profitable industry. This study will enable the investor to identify the problems of the hotel industry in Chennai and help them with findings and give suggestions for its betterment. There is no doubt that this study will surely help the industrialist to invest their money in hotel sector and earn more profits. Hotels industry will soon become a large scale industry and participate in the growth of the nation’s economy.