Chapter- 6

Findings, Suggestion and Recommendations

- Findings
- Limitations of the research
- Suggestions and Recommendations
- Recommendation for further studies.
CHAPTER –6

Findings, Suggestions and Recommendations

Findings:

- This research leads to better recognition of critical success factors of efficiency and quality implementation in hotels in Yemen and India which have some advantages to provide better service to the guests. The benefits of offer higher service quality have influence on both hotels sector and customer. Some of this advantages area:
  - Competitive advantages, continuous improvement, work development, and sustainability of hotel organizations.

- Occupancy rate Average of hotels in India is higher than occupancy rate Average of hotels in Yemen, when average occupancy rate of hotels has rated (57.18 %) in India, it has ranked (46.18 %) in Yemen during 2002-2008.

- Annual average growth rate of overall hotels in Yemen is higher than annual average growth of hotels in India during 1998-2008 (unclassified hotels in India are not included in this average), moreover, the quality of hotels in India is better than in Yemen in respect of availability of high percentage of high hotel classes like 5-star hotels and 5 star deluxe hotels.

- Most of hotels in Yemen are one star hotels and unclassified hotel. India has a good number of heritage hotel and deferent kinds of hotel chains
which attract traditional, classic and traveler tourists and it can meet the
tourist’s needs and wants, whereas this kinds of hotels are not available in
hotel industry in Yemen.

- There is a clear absent of tourist statistics related to movements of tourists
  between governorate in Yemen or related tourist arrival to the hotels in all
  Yemen governorates and statistics related to arrivals ports and kinds of
  transports.

- There is absent of tourist statistics related to tourist arrivals according to
  hotels classes and categories.

- There is no tourist statistics related to occupancy levels of different hotel
  classes in all Yemen governorates.

- And there is also absence of tourist statistics related to age and sex of
  tourist arrivals and related to tourist seasons and related to the purpose of
  visit.

- Beside that there is no specific statistics related to the number of
  employees and human force for each class and category of hotel business
  in Yemen for example for 5-star, 4-star, 3-star, 2-star and one-star hotels,
  that may help us to understand the number of human resource for each
  category of hotels.

- Varity of food menu, accuracy of order, restaurant environment, quality
  of food and beverage, over all three meals experience, waiters, waitresses
  effectiveness, quality of presentation and courtesy of service of food &
beverage sector in both 5-star hotels in India and Yemen are in good position rather than in excellent.

- Cleanliness of rooms in 5-star hotels in India is better than in 5-star hotels in Yemen.
- Order delivered in time promised of room service in 5-star hotels in India is better than in 5-star hotels in Yemen.
- The guests of 5-star hotels in India have many problems related to policy & provider, staff service attitude and safety & security, whereas it is so little with 5-star hotels guests in Yemen.
- 5-star hotels in Yemen are more sufficient than 5-star hotels in India in terms of check-in process and formalities.
- Timeliness of Food & Beverage service in 5-star hotels in India is better than in 5-star hotels in Yemen.
- Varity of food menu and accuracy of order in 5-star hotels in India & Yemen is not in excellent position.
- The hotel industry in Yemen and India shows that, they are more efficient than 10 years before, and better than a decade ago. The Industry has set goals of increase its efficiency by increase its hotels numbers and rooms to keep pace with tourism demand.
- India has a long history of organized tourism since (1947), whereas it is still new activity in Yemen side, since 1973.
- Efficiency of 5-star hotels’ staff in Yemen is better than efficiency of 5-star hotel staff in India.
Quality of food and beverage and meals experience in 5-star hotels in both countries India & Yemen is not sufficient.

Quality of shopping service of public areas of 5-star hotels in Yemen is better than quality of shopping service public areas of 5-star hotels in India.

Appearance of Public areas of 5-star hotels in Yemen is better than appearance of public areas of 5-star hotels in India.

Noise and pollution of public areas of 5-star hotels in India is higher than of noise and pollution of public areas of 5-star hotels in Yemen.

Quality of service (overall) of 5-star hotels in India is higher than the quality of service of (overall) in 5-star hotels in Yemen.

Courtesy of room service, overall guest room quality, and room equipments in 5-star hotels in India is better than in 5 star hotels in Yemen.

Bath room equipments in 5-star hotels in India are better than in 5 star hotels in Yemen.

Overall hotel environment of 5-star hotels in India is better than in 5-star hotels in Yemen.

Cleanliness of public areas of 5-star hotels in Yemen is better than cleanliness of public area of 5-star hotels in India.

Laundry & dry cleaning service, health club, business centers, conference banquet, Tel operator desk, reservation formalities, meeting formalities of 5-star hotels in Yemen and India are not sufficient.
Security and safety in 5-star hotels in India and Yemen is in good position rather than in excellent.

Overall impression of guests towards 5-star hotels in India is higher than in Yemen.

Modernity and new technology in 5-star hotels in Yemen is better than modernity and new technology of 5-star hotels in India.

Among the several constraints and limitations to the growth of tourism, lack of transport facilities hold a lot of importance. Barring a few exceptions, many states in India and governorates in Yemen are not properly connected with transportation facilities, the result of which is that various tourist destinations are not visited by tourists.

There is a clear increase of foreign tourist arrival into Yemen and India during 1998-2008, and in another hand, there is a clear shortage of infrastructure, human resources, hotel establishments, resorts, transportation and other related facilities.

Absence of hotel service in the main governorates cities in Yemen considered one of the main reasons that may hinder the tourist movement through their traveling inside Yemen.
Limitation of the study:

Absence of any previous studies related to hotel industry in Yemen and India is the main reasons of hard work in searching for related materials to this survey.

There are other limitations that hinder the researcher from doing farther work beside this elaborative work, especially these hinders which has been lastly taken its place in particular in New Delhi during circulating the questionnaire as well as in Yemen. Nevertheless, the obstacles that hindered this big survey are too much, like security formalities and procedures in front of 5 star hotels gates specially in India because the Commonwealth games (Olympics) which will be held in October 2010., Additionally the survey has a big amount of questions and lengthy questionnaire beside that a shortage of financial resource and financing of the researcher and terrorist activities which has been increased in last years in both countries besides that the civil war in Yemen and internal conflicts and disputes in India among different kinds of caste and communities and in the same time India is preparing itself for the Commonwealth games (Olympics) which will be held in October 2010 also. While, Yemen was suffering from civil war between the government and Al-Hothi group in 2010, and besides that Yemen is also preparing for the gulf countries Olympics 20 which may held also in the end of November 2010, hence, in both situation the security climate did not help the researcher in contact with too much 5 star hotel guests in both countries in respect of circulating the questionnaire.
Suggestion & Recommendations

Improve the quality of tourism and hotel management education.

- There is a need for heavy investments in capacity building for tourism and hotel sector industry in both countries India and Yemen.
- Creating a good atmosphere for the investors and providing the services and facilities for all aspects in order to build a sufficient tourism and hotel industry all over the provinces of the both countries.
- While India and Yemen have impressed ancient civilization, in which human build his dignity and highness, the researcher wishes best for both countries to be economical and tourist a world-wide and advanced position.
- To facilitate and simplify formalities of investors in the hotel industry sector and to endow / grant (taxes-off)
- To equip / prepare infrastructure which help improve hotel industry sector.
- The location of Yemen and India encourage and help in building an efficient hotel industry and getting the benefits others like from others like advance countries in such industry.
- Expand tourist facilities and infrastructure service.
- Improve the tourist infrastructure roads, airports, telecommunications and other supporting facilities.
• Improve the capacity of five star hotels in Yemen and starts planning for build first class and 5-star deluxe hotels in all Yemen cities.

• Improve the national tourism administration so that it helps the tourism and hotel industry to be competitive and viable.

• Provide technical assistant, equipments, and training materials and to rehabilitate facilities to help upgrade quality in vocational training centers.

• Reducing the fees of entry visas of tourists in both countries India & Yemen it may help in increase tourist arrivals in both countries.

• Applying widespread security network strategy in the governorates and provinces.

• Providing the proper atmosphere for tourism so that everyone involved shares the responsibility of making Yemen and India look better in the eyes of external world and tourist.

• Struggler terrorism that works against tourism and hotel industry.

• Actual planned and growth of hotel industry should be supervised.

• Strict prohibition of the building new hotels in ay areas out of long term plans in both countries India and Yemen.

• Protection hotel industry in both countries India and Yemen from Random or haphazard should be maintained.

• Diversity and regions balance in building of hotels must be one of the future plans of Tourism ministries and the governments of India and Yemen for different Hotel classes.

• Professional, education and training should give the priority in employment the hotel industry and hospitality business staff.
• Surveys and researches in this field must be encouraged.
• Loans and finance assistance by the Governments should be given in advance to solve and improve the tourist hotels, motels youth hostels, dormitories holiday homes resorts, private buildings and tourist villages to accommodate various types and income group of tourists.
• Preparing hotel industry
  ➢ By latest technology of telecommunication systems, internet services, payment methods like Debit card, credit card smart cart, sese of secure browser.
  ➢ Checking the site’s privacy policy.
  ➢ Understanding of the refund and shipping policy.
  ➢ Giving payment information only to business which is known and trustily.
  ➢ Keeping records of all online transactions and checking e-mail.
  ➢ Reporting the staff, hotel. Industry business, guest immediately.

• Promoting new hotels and different restaurants especially five star and deluxe hotels and other tourist related amenities in all Yemen governorates.
• Promoting tourist parks and tourist resorts in Yemen, and encourage the same in India.
• There is greater need now than ever before for a revaluation in the Yemeni economic sectors focusing on industrial sectors, infrastructure, educational and uproot the reasons of poverty by given equal opportunity of employment , which at least led to upswing conditions which led to improve the hotel industry sector by going in way towards these developments parallel.
• Ready all hotels employees should be ready to take care of their guests with smile and great attitude, ready with their uniform and nametag, and ready to help their co-workers.

• Anticipating all hotel staff should be anticipating their guests need thinking ahead and providing great service, and they should know what their guests go through when traveling.

• Making a connection – Hotel staff should making a connection with guests by smiling, looking into their eyes, and using their name, making a connection with the right body language and a caring tone in their voice,

• Aware- Hotel staff should be aware of their hotels amenities and service, aware of their hotels surrounding area in order to give good directions and proper information.

• Delightful –Hotel staff should be delightful and care about the little things may guests expect, they should be delightful and never use the word ‘no’ when they talk to their guests and co-workers.

• Appreciative- Hotels staff should be appreciative, thank their guests often, and invite them to return, they should appreciative to be associated with their own hotels and appreciative of their co-workers.

• Raise the awareness and knowledge of local people in the important of tourism.

• Five- star hotels’ staff should be receive a big amount of training that may help them in providing their duties more effectively.
• Tourist authorities in Yemen responsible to provide avid data and statistical reports related to number of employees in each category or of hotels’ classes related to the age, sex of tourist arrival, and purpose of visit, beside that statistics related to occupancy levels of different hotel classes in the different governorates, and issued all that in annual statistical reports.

• Encourage shopping service of public areas of 5-star hotels in India.

• Tourist Authorities in India are responsible with other authorities in protected the Indian cities from pollution and noise, and keep Indian cities clean.

• A proper hotel industry researches in Yemen and India should be conducted (done) before providing various facilities in the hotel industry sector in order to improve the accommodation efficiency.

• Tourism is an economic activity which depends on specialized manpower more than any other factory production. Here the survival and success depend on person to person relationship. The conduct and contribution of every member associated with tourism has to be different because it is not the common commercial relationship. Their attitude and behavior must bear a degree of core and concern for tourists, who are volatile customer. Therefore, the training and development of man power in tourism must be professionally planned, organized and conducted.

• H.R. Contributes to economic development, thus, build new education centers & institutes in for tourism and hotel industry the need of hour.
The rehabilitation of hotel industry management in India and Yemen become necessary in the area of information technology.

To strengthen the statistical machinery, reporting systems, research and data base on hotel to measure the economic and social benefits of hotels identifying potential tourist destinations for integrated development, and formulating marketing strategies and monitoring progress of implementation and impact of various programs and projects.

Hotel industry must receive a high priority and adequate resource allocation in national /state planning.

The private sector should play an active role in increasing the hotel rooms without looking at short-term gains in the form of very high hotel tariff, They should go for foreign collaboration in a big way.

Problems arising out of the lack of proper airports facilities, express ways, highway facilities, luxury coaches and ultramodern communication systems, beside shortage type of better roads and hygienic conditions, poor power situation and pollution, must be solved at all cost.

Five-star hotels in Yemen should be prepared by modern equipments and furniture.

Laundry & dry cleaning service, health club, business centers, conference banquet, Tel operator disk, reservation formalities, meeting formalities of 5-star hotels in India and Yemen must be improved.

Variety of food menu, accuracy of order, restaurant environment, quality of food and beverage, over all three meals experience, waiters, waitresses, quality of presentation and courtesy of service of food and beverage
departments in 5-star hotels in India and Yemen should be given the priority to improve its present position.

- To develop a modern five-star hotels offering an international standards of accommodation.

Therefore, there is greater need now than ever before for more research focusing on potential solution to increase the tourist arrival to both countries Yemen and India with increase the supply side of hotels industry to meet this demand.

**Recommendation for Future Studies**

The present work focuses on hotel industry trends in India and Yemen, their strengths & weaknesses and efficiency ,specially 5-star hotels, which can be considered as a foundation or as a base for future surveys and researches , so when the time is not enough to discus everything that related to hotel industry, and the present work also will be so lengthy and too much , so a wide scope and aspects of hotel activities and business is available and worthy for further research and studies in both countries India and Yemen by the researcher or by future generations on academic levels or on organizational levels, some of these aspects are : Influence of tourists and hotel customers on hotel business, quality of hotel service, influence of terrorism on hospitality industry, new technology and communication systems in hotel industry and its business, furthermore, studies and
researches my focuses on position of tourism and hotel industry in India as well as in Yemen, among SAARC countries (South Asian Association for Regional Cooperation) and other Asian countries in respect of India and among Arab and Middle-East countries in respect of Yemen.