ANNEXURE
ANNEXURE I

QUESTIONNAIRE FOR HOTELIERS

1) Name of Hotel/Accommodation:________________________________

2) Address: Village/City:_____________ Taluka:_____________.Dist:__________

3) Tourism place: ________________

4) Contact No: _______________ Email:_________________

5) Year of establishment:_______________

6) Rating of the hotel/resort (please √mark if applicable)
   1-star          2 - star      3-star  4 -star         5-star 6- General

7) Type of accommodation:
   1-Cottage and Resorts           2- Managed by MTDC
   3-Approved by MTDC          4-Others

8) Please furnish following information

   No. of Rooms available

<table>
<thead>
<tr>
<th>Year</th>
<th>Deluxe</th>
<th>Single Bed AC</th>
<th>Single Bed</th>
<th>Double Bed</th>
<th>Double Bed</th>
<th>Dormitory</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of rooms</td>
<td>No. of rooms</td>
<td>No. of rooms</td>
<td>No. of rooms</td>
<td>No. of rooms</td>
<td>No. of rooms</td>
<td>No. of rooms</td>
<td>No. of rooms</td>
</tr>
</tbody>
</table>
9) Which of the following facilities do you provide to the customers?

(Please √ mark in appropriate column)

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Banquet halls</td>
<td>□</td>
<td>□</td>
<td>8) Hot Water</td>
</tr>
<tr>
<td>2) Swimming pool</td>
<td>□</td>
<td>□</td>
<td>9) Laundry</td>
</tr>
<tr>
<td>3) Health/Spa/massage</td>
<td>□</td>
<td>□</td>
<td>10) Entertainment</td>
</tr>
<tr>
<td>4) Amusement park</td>
<td>□</td>
<td>□</td>
<td>11) Parking</td>
</tr>
<tr>
<td>5) Internet</td>
<td>□</td>
<td>□</td>
<td>12) Waiting Room</td>
</tr>
<tr>
<td>6) Intercoms</td>
<td>□</td>
<td>□</td>
<td>13) T.V</td>
</tr>
<tr>
<td>7) Extra Wash Room Nearby lounge</td>
<td>□</td>
<td>□</td>
<td>14) Railway/Air/Bus Reservation</td>
</tr>
<tr>
<td>15) News Papers</td>
<td>□</td>
<td>□</td>
<td></td>
</tr>
</tbody>
</table>

10) Number of Tourists Stayed in your hotel (please √ mark in appropriate column)

|---------|---------|---------|---------|---------|---------|---------|

11) Average length of stay of Tourists (please √ mark in appropriate column)

<table>
<thead>
<tr>
<th>Average days/Year</th>
<th>2006-07</th>
<th>2007-08</th>
<th>2008-09</th>
<th>2009-10</th>
<th>2010-11</th>
<th>2011-12</th>
<th>2012-13</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 2 days</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>2 to 5 days</td>
<td></td>
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<tr>
<td>5 to 10 days</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>More than 10 days</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
12) No. of employees recruited

<table>
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<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Managerial</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Office</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>F &amp; B (Service)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>F &amp; B (Kitchen)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>House Keeping</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Engineering</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health Club</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Departments</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
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<td></td>
</tr>
</tbody>
</table>

13) Reasons for increase in hospitality business (please √ mark in appropriate column)
   1) Advertisement
   2) Exhibition and Fair
   3) Tourists guide and books
   4) Mouth Publicity

14) Reasons for decrease in Profits (please √ mark in appropriate column)
   1) Lack of infrastructure development
   2) Lack of tourism marketing
   3) Lack of Tourist attractions

15) Do you have own transport facility for taking visitor to site scene? Yes ☐ No ☐

16) Do you have booking facility through?

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
</table>
   1) Internet | ☐   | ☐   |
   2) Phone    | ☐   | ☐   |
   3) Tourist agencies | ☐ | ☐ |
   4) Private Agent | ☐ | ☐ |

17) Do you provide tourist guide facility to your customer? Yes ☐ No ☐

18) Do you collect feedback from customers? Yes ☐ No ☐
19) Do you provide job opportunities for local people at following levels?  
(Please √ mark in appropriate column)  

<table>
<thead>
<tr>
<th></th>
<th>YES</th>
<th>NO</th>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Manager</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2) Room Boys</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3) Cook</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4) Reception</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5) Waiter</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6) Others</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

20) Types of problem you face in running this business  
(Please √ mark in appropriate column)  

<table>
<thead>
<tr>
<th></th>
<th>YES</th>
<th>NO</th>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Lack of government support</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2) Natural calamities</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>3) Lack of Tourism attractions</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4) Water problems</td>
<td></td>
<td></td>
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<tr>
<td>5) Shortages of labour</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>6) Land availability</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>7) Global Recession</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8) Tax Burden</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9) Electricity problems</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

21) Do you give sub-contract to local people for providing following allied services?  
(Please √ mark in appropriate column)  

<table>
<thead>
<tr>
<th></th>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) For supplying vegetables &amp; Fruits</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2) For Supplying Non-Veg</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3) For Supplying Milk and Bread</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4) For Supplying Laundry Services</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

22) Types of food variety provided by you to customers  
(Please √ mark in appropriate column)  

<table>
<thead>
<tr>
<th></th>
<th>YES</th>
<th>NO</th>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Maharashtrian</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2) Gujarati</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3) South Indian</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4) Punjabi</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bengali</td>
<td></td>
<td>Fast Food</td>
<td></td>
</tr>
</tbody>
</table>

23) Is there a potential for growth of hospitality industry in your area?  

<table>
<thead>
<tr>
<th></th>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td></td>
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<tr>
<td>No</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Any Suggestions: ________________________________________________________________

* Thank You Very Much for giving your valuable time*
ANNEXURE II

QUESTIONNAIRE FOR TOURIST

पर्यटकांकीर्ता प्रश्नावली

1) Name of Tourist: ________________________________________________________________

2) Residential Address: Village/City:___________, Tal:_________, Dist________

3) Sex:   Male   Femal

4) Place of Tourism: _____________ Tal: _____________Dist:____________

5) Name of Hotel/Accommodation: ___________________________________

6) Type of accommodation: ( Please √ mark in appropriate column)

1-Cottage and Resorts   2- Managed by MTDC   3-Approved by MTD   4-Others

7) Education: 1) Uneducated 2) Primary 3) S.S.C. 4) H.S.C 5) Graduate 6) Post graduate

8) Occupation: 1) Service 2) Self Employed 3) Professional 4) Unemployed 5) Housewife 6) Student

9) Age Group: A) Less than 25 Years  B) 25 to 50 Years   C) Above 50Years
10) Monthly Income: Group: A) Less than ₹ 25,000 ☐ B) ₹ 25,000 to 50,000 ☐
C) ₹ 50,000 to 1,00,000 ☐ D) Above ₹ 1, Lakh ☐

11) Which of the following is most convenient mode of accommodation booking?

1) By Phone ☐ 2) By Email ☐ 3) Directly from Hotel ☐
4) From Travel agency/Tour Operator ☐ 5) By online reservation system ☐

12) Reasons why you visit this spot?

1) Holiday & relaxation ☐ 2) Religious ☐ 3) Climatic condition ☐
4) Historical and Cultural ☐ 5) Beauty of Nature ☐

13) Number of times you visited to this tourist Place

1) First Time ☐ 2) Second Time ☐ 3) frequently ☐

14) Nature of group for visiting

1) Family ☐ 2) Friends and Relatives ☐ 3) Tour package ☐
4) Office groups ☐
15) A-Customer satisfaction from hospitality services (please √ mark in appropriate column) आदर्शतिथियांशुण्ड होणारे गांवाच्या/पर्यटकांच्या समाधान (योग्य त्या निकायांतीली √ अशी गूळ करा.)

<table>
<thead>
<tr>
<th>A) INFRASTRUCTURE RELATED पायपूरणाधीन</th>
<th>Very Dissatisfied पूर्णपणे असमाधानी</th>
<th>Dissatisfied असमाधानी</th>
<th>Satisfied समाधानी</th>
<th>Very Satisfied पूर्णपणे समाधानी</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Ambience माभोजाच्या परिसर</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2) Parking Facility पार्किंग मुंबिता</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3) Road accessibility रस्त्याचे मुलंभत्ता</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>4) Amusement Parks मनोरंजन, उद्यान</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5) Electricity backup पायावस्थी संपूर्व</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6) Safety and Security सुरक्षा व मुंबिता</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7) Customer Expectation as per room charges होटेल रूम अपेक्षापणे</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8) Swimming Pool Facility पोल्याचा लवण मुंबिता</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9) Arrangement of Tourists guide and Sightseeing पर्यटकांच्या आणि पेक्षणाच प्रेक्षणाचा व्यवस्था</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

B) SERVICES सेवा

1) Reception स्वागत
2) Hygiene and cleanliness of Room
<table>
<thead>
<tr>
<th>C) FOOD SERVICES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Food Service in Rooms</td>
</tr>
<tr>
<td>2) Convenient timing for Restaurant</td>
</tr>
<tr>
<td>3) Quality of Food</td>
</tr>
<tr>
<td>4) Quantity of Food</td>
</tr>
<tr>
<td>5) Promptness in serving the food</td>
</tr>
<tr>
<td>6) Variety of Food</td>
</tr>
</tbody>
</table>

| 3) Courtesy and Friendliness of Staff |
| 4) Knowledge in response to Customer request |
| 5) Understanding specific needs of customer |
| 6) Promptness of Services |
| 7) Entertainment |

<table>
<thead>
<tr>
<th>HOTELocabulary</th>
<th>पोर्टलॉजी यस्थिति</th>
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</thead>
<tbody>
<tr>
<td>3) Courtesy and Friendliness of Staff</td>
<td></td>
</tr>
<tr>
<td>4) Knowledge in response to Customer request</td>
<td></td>
</tr>
<tr>
<td>5) Understanding specific needs of customer</td>
<td></td>
</tr>
<tr>
<td>6) Promptness of Services</td>
<td></td>
</tr>
<tr>
<td>7) Entertainment</td>
<td></td>
</tr>
</tbody>
</table>

| 1) Food Service in Rooms |
| 2) Convenient timing for Restaurant |
| 3) Quality of Food |
| 4) Quantity of Food |
| 5) Promptness in serving the food |
| 6) Variety of Food |

| 3)Courtesy and Friendliness of Staff |
| 4) Knowledge in response to Customer request |
| 5) Understanding specific needs of customer |
| 6) Promptness of Services |
| 7) Entertainment |

| 1) Food Service in Rooms |
| 2) Convenient timing for Restaurant |
| 3) Quality of Food |
| 4) Quantity of Food |
| 5) Promptness in serving the food |
| 6) Variety of Food |
B- Customer’s satisfaction from Tourism Place. (Please √ mark in appropriate column)

<table>
<thead>
<tr>
<th></th>
<th>Very Dissatisfied</th>
<th>Dissatisfied</th>
<th>Satisfied</th>
<th>Very Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>पूर्णपणे असमाधानी</td>
<td>असमाधानी</td>
<td>समाधानी</td>
<td>पूर्णपणे समाधानी</td>
</tr>
<tr>
<td>1) Transportation</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>याहुक व्यवस्था</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2) Tourists Sightseeing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>पर्यटन प्रेक्षणीय स्थल</td>
<td></td>
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<tr>
<td>3) Tourists Places</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>(Cultural/Historical)</td>
<td></td>
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</tr>
<tr>
<td>पर्यटनिटिकाणे(सांस्कृतिक/रितिहासिक)</td>
<td></td>
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<tr>
<td>4) Attitude/Behaviour of Local people</td>
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<tr>
<td>व्यापक लोकांचा विरोध /यायाबाण</td>
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<td></td>
</tr>
<tr>
<td>5) Parking Facility</td>
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<tr>
<td>पार्किंग व्यवस्था</td>
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<tr>
<td>6) Drinking water</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>विपण्याचे पाणी</td>
<td></td>
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<tr>
<td>7) Toilet</td>
<td></td>
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</tr>
<tr>
<td>प्रशांनाचा पाणी</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>8) Safety and security</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>सुरक्षितता व संरक्षण</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>9) Cleanliness</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>स्वच्छता</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>10) Guide facility</td>
<td></td>
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</tr>
<tr>
<td>गाईड गुणविक्यावी</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11) Overall infrastructure</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>एकूण प्रशांनाशीर्ष गुणविक्यावी</td>
<td></td>
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</tr>
</tbody>
</table>
16) Overall satisfaction about this tourist Place (Please √ mark in appropriate column) हवा पर्यटकाच्या टिकक्षणावर्तमान सर्वसाधारण समाधान (क्षेत्र वा हवा हिकायतांनी √ अशा रूपात करा)

<table>
<thead>
<tr>
<th>NOT SATISFIED</th>
<th>FAIRLY SATISFIED</th>
<th>SATISFIED</th>
<th>VERY MUCH SATISFIED</th>
</tr>
</thead>
<tbody>
<tr>
<td>समाधान नाही</td>
<td>थोड्यापणासाठी समाधान</td>
<td>समाधान</td>
<td>गूळव समाधान</td>
</tr>
</tbody>
</table>

17) Suggestions if any काही मुदता कार्याच्या अनुभव

* Thank you very much for giving your valuable time *
ANNEXURE III
QUESTIONNAIRE FOR LOCAL PEOPLE
(स्थानिक रहिवाशांकरिता प्रश्नावली)

1) Name ____________________________________________________________

2) Place of Residence: City/Village: __________ Taluka: ________ Dist:__________
   शहर/गाँव: __________ तालुका: __________ जिला: __________

3) Sex: _______ Male ☐ Female ☐

4) Place of Tourism: __________ Taluka: __________ Dist: __________
    पर्यटन स्थल: __________ तालुका: __________ जिला: __________

5) Education: 1) Uneducated ☐ 2) Primary ☐ 3) S.S.C. ☐ 4) H.S.C. ☐ 5) Graduate ☐ 6) Post graduate ☐
    नीतार का ☐ प्राथमिक का ☐ माध्यमिक का ☐ उच्च माध्यमिक का ☐ मठन्यया का ☐ उच्च मठन्यया का ☐

6) Occupation: 1) Service ☐ 2) Self Employed ☐ 3) Professional ☐ 4) Unemployed ☐ 5) Housewife ☐ 6) Student ☐ 7) Retired ☐
    सेवा का ☐ स्वयं श्रेणी का ☐ व्यापारी का ☐ बेरोज़गार का ☐ गृहीता का ☐ विद्यार्थी का ☐ विरोधित का ☐

7) Age Group: A) Less than 25 Years ☐ B) 25 to 50 Years ☐ C) Above 50 ☐
    उम्र ग्रुप: A) 25 वर्ष के कम ☐ B) 25 वर्ष से 50 वर्ष तक ☐ C) 50 वर्ष से अधिक ☐

8) Monthly Income Group: A) Less than ₹ 10,000 ☐ B) ₹ 10,000 to ₹ 20,000 ☐ C) Above ₹ 20,000 ☐
    मासिक आय ग्रुप: A) ₹ 10,000 तक ☐ B) ₹ 10,000 से ₹ 20,000 ☐ C) ₹ 20,000 से अधिक ☐
9) Please select the rating for the following statements in respect of your area

(आपने राज्य/अंचल के आचरण के क्षेत्रों की रूप में निम्नलिखित कथनों की अनुमति की।)

1- Strongly Disagree (पूर्ण असहमत)
2- Disagree (असहमत)
3- Neutral (तत्पर)
4- Agree (सहमत)
5- Strongly Agree (पूर्ण सहमत)

(Please √ mark in appropriate column) (योग्य त्वरक्षणावली में अच्छी कुर्सी करें)

<table>
<thead>
<tr>
<th>I. Positive Social Impact</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Hospitality industry has given scope to Rural Artisans. आदर्श (होटल व पर्यटन) उद्योगाधिकृत प्रभावीकृत कार्यकलाप का विस्तार करने वाले.</td>
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</tr>
<tr>
<td>2. Hospitality industry has encouraged government to improve roads and other infrastructure facilities. आदर्श (होटल व पर्यटन) उद्योगाधिकृत के साथ यातायात और अन्य साधनों को उन्नत करने के लिए सरकार को सुझाव दिया.</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>3. Local people are treated equally rather than as inferior by Tourists. पर्यटक सभी लोक को समानता से नहीं प्रतिकूल मानते.</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>4. Hospitality industry has helped to promote the local culture. आदर्श (होटल व पर्यटन) उद्योगाधिकृत स्थानिक संस्कृति का वर्तमान अवसर देता.</td>
<td></td>
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<tr>
<td>5. There is an active participation of local social organization/NGOs towards increasing tourism activity. यथा पर्यटन कार्य बढ़ाने की ताकत स्थानिक सामाजिक संगठन/NGOs की सतर्कता आती.</td>
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</tbody>
</table>
### II. Negative Social Impact

<table>
<thead>
<tr>
<th></th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>6. There is scarcity of essential goods because of consumption pattern of tourists.</td>
<td>(त्वर-)</td>
<td>(साफत-)</td>
<td>(तत्व-)</td>
<td>(सह-/)</td>
<td>(हसत-/)</td>
</tr>
<tr>
<td>7. Interacting with tourists lead to deterioration of local languages.</td>
<td>(त्वर-)</td>
<td>(साफत-)</td>
<td>(तत्व-)</td>
<td>(सह-/)</td>
<td>(हसत-/)</td>
</tr>
<tr>
<td>8. Local residents are affected by overcrowded tourist due to hospitality industry.</td>
<td>(त्वर-)</td>
<td>(साफत-)</td>
<td>(तत्व-)</td>
<td>(सह-/)</td>
<td>(हसत-/)</td>
</tr>
<tr>
<td>9. There is increased in crime rate due to development of hospitality industry.</td>
<td>(त्वर-)</td>
<td>(साफत-)</td>
<td>(तत्व-)</td>
<td>(सह-/)</td>
<td>(हसत-/)</td>
</tr>
<tr>
<td>10. Development of hospitality industry does affect traffic Congestion.</td>
<td>(त्वर-)</td>
<td>(साफत-)</td>
<td>(तत्व-)</td>
<td>(सह-/)</td>
<td>(हसत-/)</td>
</tr>
<tr>
<td>11. Hospitality industry does create noise pollution in the surrounding area.</td>
<td>(त्वर-)</td>
<td>(साफत-)</td>
<td>(तत्व-)</td>
<td>(सह-/)</td>
<td>(हसत-/)</td>
</tr>
<tr>
<td>12. Police protection for local people is affected due to Hospitality Industry.</td>
<td>(त्वर-)</td>
<td>(साफत-)</td>
<td>(तत्व-)</td>
<td>(सह-/)</td>
<td>(हसत-/)</td>
</tr>
</tbody>
</table>
III. Positive Economic Impact

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>(पूर्वपने असहमत)</td>
<td>(असहमत)</td>
<td>(तटस्थ)</td>
<td>(सहमत)</td>
<td>(पूर्वपने सहमत)</td>
</tr>
</tbody>
</table>

13. Hospitality industry has provided employment opportunity for local people. आदरणियम (होटेल व पर्यटन) उद्योगाने स्थानिक लोकांना रोजगारीची संधी उपलब्ध करने दिली आहे.

14. Hoteliers prefer sub-contract services form local people. होटलव्यवसायिक तेजस्त स्थानिक लोकांना कंपांत सेवा पुरवितान.

15. Hospitality industry has given opportunities for business (small/medium sized) to local people. आदरणियम (होटेल व पर्यटन) उद्योगाने स्थानिक लोकांचा व्यवसाय संदी पुरविता आहेत (नवम किंवा तहुद्योग करणार्यांचे संदी).

16. Hospitality industry has increased standard of living of local People. आदरणियम (होटेल व पर्यटन) उद्योगामुळे स्थानिक लोकांचा राजीनामा दर्जा उंचावलेला आहे.

17. It increases commercial attitude of local people. आदरणियम (होटेल व पर्यटन) उद्योगामुळे स्थानिक लोकांचा व्यवसायाचा वल वाढलेला आहे.

IV- Negative Economic Impacts

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>(पूर्वपने असहमत)</td>
<td>(असहमत)</td>
<td>(तटस्थ)</td>
<td>(सहमत)</td>
<td>(पूर्वपने सहमत)</td>
</tr>
</tbody>
</table>

18. Due to development of tourist place, cost of land and building is increased. पर्यटन उद्योगाच्या विस्फोटामुळे जमीनांचे तसेच इमारतीचे भाव वाढलेले आहेत.

19. Due to hospitality industry, increased in prices of goods has effect on local people. आदरणियम (होटेल व पर्यटन) उद्योग वाढीमुळे, लक्ष्येच्या विविधतारूप स्थानिक लोकांना परिस्थित झाला आहे.
ANNEXURE IV

QUESTIONNAIRE FOR HOTELIERS, TOURISTS AND LOCAL PEOPLE

Please select the rating for the following statements in respect of your area

1- Strongly Disagree (पूर्णपणे असहमत) 2- Disagree (असहमत) 3- Neutral (तटस्थ) 4- Agree (सहमत) 5- Strongly Agree (पूर्णपणे सहमत)

(Please √ mark in appropriate column) (योण्य त्याकल्पनावाची अद्यातन करा)

<table>
<thead>
<tr>
<th>Statements</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. There is a development of hospitality industry due to tourists’ satisfaction. पर्यटकांच्या समाधानापूर्वी वेळील आदरात्म्य उद्योगाच्यापासून पाणी झाली आहे.</td>
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<tr>
<td>2. Development of tourism infrastructure is very important for the development of hospitality industry in this region. पर्यटनसंगणक मुख्यांचा विकास हा वेळील आदरात्म्य उद्योगाच्या विकासाच्या महत्वाच्या आहे.</td>
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<tr>
<td>3. More number of tourists is attracted due to the quality of hospitality services in this region. दर्जामुळे आदरात्म्य मुख्यांमध्ये या स्थानीयता जातमक पर्यटन आकर्षित होतला.</td>
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<tr>
<td>4. Tourism attractions like Beaches, Temples, Forts, Parks etc. in this region plays a major role for development of hospitality industry. वेळील महाराष्ट्रमुळे, फिर्थे, टेम्पल्स, उद्याने इ.पर्यटन आकर्षणे आदरात्म्य उद्योगाच्या पाणीबाची महत्वाची मुख्यांजी महत्वाच्या आहे.</td>
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<tr>
<td>5. Cost of hospitality services does not effect on tourism in this region. आदरात्म्य मंत्रांचा किंमतीचा वेळील पर्यटनाच्या काहीही परिणाम होत नाही.</td>
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<tr>
<td></td>
<td>Strongly Disagree</td>
<td>Disagree</td>
<td>Neutral</td>
<td>Agree</td>
<td>Strongly Agree</td>
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<tr>
<td>6. Customer relation in hospitality industry plays important role in the development of hospitality industry in this region.</td>
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<tr>
<td>7. Tourists consider the hospitality services to select this tourist’s destination.</td>
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<tr>
<td>8. Advertisement of this tourist place played very important role for the development of hospitality industry in this region.</td>
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<tr>
<td>9. More numbers of tourists are attracted due to availability of different categories of hospitality services in this region.</td>
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<tr>
<td>10. Goodwill and reputation of hospitality industry attracts more number of tourists in this region.</td>
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</tr>
</tbody>
</table>

6. Customer relation in hospitality industry plays important role in the development of hospitality industry in this region. आदर्शतिथि उद्योगागम्याची गाफळ मंत्रांच्या परिस्थितीमध्ये महत्त्वाची ध्येयपत्ती बनवते.

7. Tourists consider the hospitality services to select this tourist’s destination. हे पर्यटनस्थळ निवडनासाठी पर्यटक आदर्शतिथि येथे विचार करतात.

8. Advertisement of this tourist place played very important role for the development of hospitality industry in this region. ह्या पर्यटन टिकाऊणी जाहीरत येथे आदर्शतिथि उद्योगागम्याची प्रमाणपत्ती महत्त्वाची ध्येयपत्ती बनवते.

9. More numbers of tourists are attracted due to availability of different categories of hospitality services in this region. विविध पक्षाच्या आदर्शतिथि सेवा सुरू करतें ह्या टिकाऊणी जाहीरत जास्त पर्यटक आकर्षित होतात.

10. Goodwill and reputation of hospitality industry attracts more number of tourists in this region. आदर्शतिथि उद्योगागम्याची पत्र आणि प्रमिळ्याची ह्या टिकाऊणी जाहीरत जास्त पर्यटकांना आकर्षित करतात.
ANNEXURE V

SYNOPSIS

A STUDY OF HOSPITALITY INDUSTRY AND ITS MANAGEMENT IN KONKAN REGION OF MAHARASHTRA

AN ABSTRACT OF THESIS SUBMITTED TO MUMBAI UNIVERSITY FOR AWARD OF DEGREE OF DOCTOR OF PHILOSOPHY (PH.D.) IN THE FACULTY OF COMMERCE (BUSINESS POLICY AND ADMINISTRATION)

SUBMITTED BY PARAG RAMESH KARULKAR UNDER THE GUIDANCE OF DR. ELIZABETH MATHEWS HEAD, DEPARTMENT OF COMMERCE CHANGU KANA THAKUR ARTS, COMMERCE AND SCIENCE COLLEGE KHANDA COLONY, NEW PANVEL DIST. RAIGAD, MAHARASHTRA STATE

4TH MARCH, 2016

DR. ELIZABETH MATHEWS MR. P.R.KARULKAR
RESEARCH GUIDE AND H.O.D RESEARCH STUDENT
DEPARTMENT OF COMMERCE CHANGU KANA THAKUR ARTS, COMMERCE AND SCIENCE COLLEGE NEW PANVEL-RAIGAD

434
A STUDY OF HOSPITALITY INDUSTRY AND ITS MANAGEMENT IN KONKAN REGION OF MAHARASHTRA

1. Introduction to Hospitality Industry

Industrial revolution took place in Europe in 1760. It gave momentum to the social and economic life of the people. The new concept of factory system provided various physical and mental amenities but adversely affected the human resources. Fatigue and depression were the new diseases developed by the Industrial phenomenon. So people can visit various tourist places to overcome boredom and mental tension. Surprisingly, it worked and the idea of tourism emerged.

Tourism has become a prominent part of human life. Over the centuries, travel has developed for business, health, social and cultural reasons. But the main reason is that people travel to gather information. It helps us understand ourselves.

Nowadays, people go to any tourist spot mainly to relax and enjoy themselves. Their satisfaction also depends solely and largely on the hospitality industry and service industry. Tourists frequently visit such tourist’s places where they receive good hospitality.

India is one of the countries that have a lot of scope for the development of tourism and hospitality industry. Foreign tourist arrivals in India during the period 2013 were 6.97 million with a growth rate of 5.9 percent, as compared to the FTAs of 6.58 million with a growth rate of 4.3 percent during the period 2012 over the corresponding period 2011. Whereas numbers of domestic tourists visit to all over India are 1145.28 million with a growth rate of 9.6 percent during the year 2013 as compared to 1045.05 with a growth rate of 20.9 percent during the year 2012.¹ So tourism is presently the most important civil industry in the world. The hospitality industry is second to the global oil industry in terms of turnover and it is the largest employer around the world. Hence, it is deemed one of the lucrative industries in business today.

Konkan is one of the regions of Maharashtra abounding in scenic places, historical monuments, beaches, forts, temples, hill stations etc. A number of tourists

¹www.tourism.gov.in/market-research-and-statistics
are attracted towards these places. While travelling they prefer hospitality services. They spend on hotel industry. It creates income for local bodies, local people and contributes to foreign earnings.

The word hospitality is derived from hospice, a medieval “House of Rest” for travellers and pilgrims. The dictionary meaning of hospitality is “Friendly Entertainment of Guests.” Where one who entertains is called a host and the one who is being entertained is called a guest. The Latin word “Hospitalitias” means to maintain mutual understanding between public and organization, similarly the French word “Hospice” means to provide care/shelter for travellers.

According to Oxford English Dictionary, hospitality means “the reception and entertainment of guests, visitors or strangers with liberality and goodwill. Hospitality not only includes hotels and restaurants but also refers to other kinds of institutions that offer shelter, food or both to people away from their homes.”

2. Relevance of the Study

Tourists are attracted towards such tourist spots where they get good hospitality. Hospitality Industry includes lodging and boarding, food, recreational facilities etc. Unless the customers are satisfied with the hospitality services they will not visit again. Tourism and Hospitality Industry has been fast growing for the last 3 to 4 years, despite lack of basic infrastructure that supports the tourism industry. Indian tourism industry has been showing an impressive double digit growth. To attract more numbers of foreign tourists, the domestic hoteliers should provide qualitative services to customers. There are a number of hotel businesses in Konkan areas including three stars, four stars, MTD Cottages, resorts etc. But they are not yet developed properly. A number of tourist spots are already developed and some other spots have ample scope to develop. The Government has also sanctioned SEZ projects and International Airport near Panvel. Hence, many tourists will arrive at Panvel Airport. Tourists, directly or indirectly, will prefer the hotels that are located in the surrounding areas. Due to these economic activities there is a large scope for establishing and developing hospitality industry in this area.

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2Clayton W. Barrows, et.al., (2009), Introduction to the Hospitality Industry, John Wiley and Sons, Inc; Hoboken, New Jersey, p.4
There are now employment opportunities for the local people due to the establishment of hotel industry. Customer’s satisfaction is most important in this service industry. In global competitive market, hospitality business should provide proper services to customers. It can further flourish in the field of hospitality industry and service industry when the customer is treated as ‘AtithiDevoBhav.’ This should be the main motto. It is therefore needed to study the development of hospitality industry in the Konkan region. Hospitality industry in India has witnessed tremendous boom in recent years. It is linked to tourism industry and the growth in the Indian tourism industry has fuelled the growth of Indian Hospitality Industry. The incredible India destination campaign and the recently launched ‘AtithiDevoBhav’ campaign have also helped the growth of domestic and international tourism and consequently the Hospitality Industry.

The Who’s Who of the world of international fund companies-Blackstone, Morgan Stanley, Walton Street Capital, Starwood Capital, Merrill Lynch, Westbridge capital, Lehman Brother are looking to invest in the hospitality sector. India’s hospitality sector is expected an estimated investment of US $11.41 billion in the next two years, and about 40 international hotel brands made their presence in the country by 2011. The sector is expected to provide almost 4, 00,000 jobs. In India, the industry supports 48 million jobs, directly or indirectly or 8.27 percent of total employment and accounts for 5.83 percent of the GDP, according to Department of Tourism estimates.”

According to World Travel and Tourism Council, “travel and tourism investment is estimated to reach US $ 109.3 billion or 7.7 percent of total investment by 2020. The Federation of Hotel and Restaurant Association of India states that India currently has over 2,00,000 rooms in total spread across hotel categories and guest houses but it still lacks shortage of about 1,00,000 rooms. The growth of internet has played a key role in truly globalizing the sales effort as well as marketing opportunities for the hotel industry”

The role of local people is important to develop the hospitality industry in tourist areas. Local Government creates attractions for its development at tourist spots. Well planned and satisfactory hospitality services will definitely attract more

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3www.hospitalityindia.com/hospitality-industry-india.htm
4http://www.expresshospitality.com/ogi-bin/eprint/MasterPFP
numbers of tourists. It requires proper services management and marketing which are offered by the hoteliers to their customers.

3. Objectives of the Study

This study deals with a variety of objects related to hospitality industry. The researcher has considered following objectives for this study. The detailed explanations of the objectives are given below.

1) To study about hospitality industry at international and national levels.

The hospitality industry has professional touch at international and national levels. It has a good contribution in service sector. Here the researcher with the help of secondary data has studied the various famous hotel brands at international and national levels.

2) To study the hospitality industry in Konkan region.

In this objective, the researcher has given information about facilities provided by hoteliers, information about employees in hotels, tourists average stay in hotels, job opportunities to local people. The information has collected through questionnaire.

3) To study the growth of hospitality industry in Konkan region.

In this objective, the researcher has gathered information from hoteliers through the questionnaire regarding increase in number of rooms and number of tourists stayed in their hotels from the year 2006-2007 to 20012-2013. It has been observed by the researcher that there is slow growth of hospitality industry.

4) To analyze the problems faced by the hospitality industry in the study area.

This objective defines the various problems that are faced by the hospitality industry. The researcher has obtained information from hoteliers by questionnaire. The opinion of the respondents has been analyzed.

5) To study the Customers’ satisfaction regarding hospitality services in Konkan region.

Tourists’ satisfaction is a must. Here the researcher has studied satisfaction of customers in three categories such as hotel infrastructure services, other services and
food services. The researcher has attempted to find out satisfaction of tourists regarding facilities available at tourist places.

6) **To analyze the socio-economic impact of hospitality industry on local people of Konkan region.**

   The researcher has collected opinion through the questionnaire prepared on 5 points scale. Whether the local people have agreed or disagreed with this statement. Responses are evaluated and the researcher has attempted to find out whether there is positive or negative socio-economic impact of the hospitality industry on local people.

7) **To evaluate the interdependence of growth of tourism on hospitality industry.**

   This objective has explained the opinion of the hoteliers, tourists and local people regarding interdependence of growth of tourism on hospitality industry. Opinions of all three respondents are analyzed and evaluated.

8) **To suggest some measures for the development of hospitality industry in the study area.**

   After analyzing data, some findings and conclusions have been drawn. On the basis of these findings and conclusions the researcher has made some suggestions in this study. Suggestions are given to hoteliers, local people who will be the part of development of hospitality industry. Some Recommendations are also made by the researcher in this study.

4. **Research Methodology**

4.1 **Sampling Framework**

   The present study has been conducted by designing sample framework which can be enumerated as under.

4.1.1 Selection of Study Area

4.1.2 Selection of Tourists Places

4.1.3 Selection of Respondents

   4.1.3. a. Select Hoteliers (Owners/Managers)

   4.1.3. b. Selection of Tourists

   4.1.3. c. Selection of Local People
More specifically, the sampling framework is as under

4.1.1 Selection of Study Area

As the study has been related to the Konkan region of Maharashtra, all four districts in the region are taken for the purpose of data collection. Thus 100 percent of the districts in Konkan regions are considered.

4.1.2 Selection of Tourist Places

After having demarcated the study area the next step in the sampling framework has been the selections of tourist places within the study area. These tourist places are selected district wise which can be explained as under.

Table 1
Sampling of Tourist Places

<table>
<thead>
<tr>
<th>Districts</th>
<th>Total No. of Tourist Places</th>
<th>Sampling</th>
<th>% of Sample to the Total No. of Tourists Places</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thane</td>
<td>40</td>
<td>05</td>
<td>10%</td>
</tr>
<tr>
<td>Raigad</td>
<td>75</td>
<td>08</td>
<td>10%</td>
</tr>
<tr>
<td>Ratnagiri</td>
<td>77</td>
<td>08</td>
<td>10%</td>
</tr>
<tr>
<td>Sindhudurg</td>
<td>59</td>
<td>06</td>
<td>10%</td>
</tr>
<tr>
<td>Total</td>
<td>251</td>
<td>27</td>
<td>11%</td>
</tr>
</tbody>
</table>

With the reference of the data available on District socio-economic website, there are total 251 tourist places. Out of which 27 are selected on the base of simple stratified random sampling method. The Konkan area has huge potential of tourism activity. The areas which are famous and the areas which have lots of potential for development of tourism and hospitality industry are considered for this study.

The whole Konkan region is very wide in geographically. Due to time and cost constraints, the researcher could not cover all tourist places. With reference to district websites, the researcher has taken into consider the following tourist places to have a convenient and systematic study. The details of the tourist places selected for this study are as follows.
4.1.3 Selection of Respondents

After having selected the study area and the tourists’ places next step in the sampling frame work was the selection of respondents for collection of primary data. In order to collect the comprehensive and authentic data respondents are selected from three categories who are related to the Hospitality Industry viz., Hoteliers (Owners/Managers) who are service providers, Tourists who are the real beneficiaries of the services rendered and Local People who are also the beneficiaries from the Hospitality Industry.

4.1.3. a. Selection of Hoteliers

Hotels are one of the important elements of hospitality industry. Tourists prefer to stay where they get good accommodation, affordable and quality of food. The researcher has selected the sampling of hotels from all the four districts. The details are enumerated with the help of table 3.

<table>
<thead>
<tr>
<th>Districts</th>
<th>Thane</th>
<th>Raigad</th>
<th>Ratnagiri</th>
<th>Sindhudurg</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Ganeshpuri and Vajreshwari</td>
<td>• Murud-janjira</td>
<td>• Guahagar</td>
<td>• Malvan-Tarkarli</td>
<td></td>
</tr>
<tr>
<td>• Arnala</td>
<td>• Matheran</td>
<td>• Chiplun</td>
<td>• Sawantwadi</td>
<td></td>
</tr>
<tr>
<td>• Gholwad</td>
<td>• Shriwardhan</td>
<td>• Ganpatipule</td>
<td>• Amboli</td>
<td></td>
</tr>
<tr>
<td>• Dahanu-Bordi</td>
<td>• Harihareshwar</td>
<td>• Ratnagiri City</td>
<td>• Shiroda,Aaravali,Velaghar (Vengurla)</td>
<td></td>
</tr>
<tr>
<td>• Kelva-Palghar</td>
<td>• Diveaagar</td>
<td>• Hedavi</td>
<td>• Kankavali</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Alibag City</td>
<td>• Karde</td>
<td>• Devgad</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Kegaon-Chodhi</td>
<td>• Tamastirth</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Khim</td>
<td>• Gave</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Table 3
Sampling of Hotels

<table>
<thead>
<tr>
<th>Districts</th>
<th>Total No. of Hotels</th>
<th>Sampling</th>
<th>% of Total No. of Hotels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thane</td>
<td>44</td>
<td>15</td>
<td>34%</td>
</tr>
<tr>
<td>Raigad</td>
<td>201</td>
<td>15</td>
<td>07%</td>
</tr>
<tr>
<td>Ratnagiri</td>
<td>178</td>
<td>15</td>
<td>08%</td>
</tr>
<tr>
<td>Sindhudurg</td>
<td>137</td>
<td>15</td>
<td>11%</td>
</tr>
<tr>
<td>Total</td>
<td>560</td>
<td>60</td>
<td>11%</td>
</tr>
</tbody>
</table>

With reference to Report of AC Nilelsen ORG MARG, Minister of Tourism, Government of Maharashtra, there are 560 total numbers of hotels out of which 60 hotels are selected with the help of stratified random sampling. The information is collected through questionnaires from Hotel Owners/Managers.

4.1.3. b. Selection of Tourists

Tourists play a very important role in hospitality industry. Tourists’ satisfaction is regarding hospitality services will help to develop hospitality industry. So, here the researcher has divided the whole 360 sample on the basis of age, sex and districts. Stratified simple random sampling method is used for selecting samples. The details are given in the following table.

Table 4
Sample of Tourists

<table>
<thead>
<tr>
<th>Age</th>
<th>Thane</th>
<th>Raigad</th>
<th>Ratnagiri</th>
<th>Sindhudurg</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>M</td>
<td>F</td>
<td>T</td>
<td>M</td>
<td>F</td>
</tr>
<tr>
<td>Less than 25 yrs</td>
<td>15</td>
<td>15</td>
<td>30</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>25 to 50 yrs</td>
<td>15</td>
<td>15</td>
<td>30</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>Above 50 yrs</td>
<td>15</td>
<td>15</td>
<td>30</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>Total</td>
<td>45</td>
<td>45</td>
<td>90</td>
<td>45</td>
<td>45</td>
</tr>
</tbody>
</table>
4.1.3. c. Selection of Local People

Local people are the beneficiaries of hospitality industry. This sample is used to study socio-economic impact of hospitality industry on local people in Konkan region. The data has collected from 360 respondents. The researcher has used stratified simple random sampling. This sampling is divided on the basis of age, sex of the respondent.

Table 5
Sample of Local People

<table>
<thead>
<tr>
<th>Local People</th>
<th>District/Sex</th>
<th>Thane</th>
<th>Raigad</th>
<th>Ratnagiri</th>
<th>Sindhudurg</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>M  F  T</td>
<td>M  F  T</td>
<td>M  F  T</td>
<td>M  F  T</td>
<td>M  F  T</td>
<td>M  F  T</td>
</tr>
<tr>
<td>Less than 25 yrs</td>
<td>15 15 30</td>
<td>15 15 30</td>
<td>15 15 30</td>
<td>15 15 30</td>
<td>60 60</td>
<td>120</td>
</tr>
<tr>
<td>25 to 50 yrs</td>
<td>15 15 30</td>
<td>15 15 30</td>
<td>15 15 30</td>
<td>15 15 30</td>
<td>60 60</td>
<td>120</td>
</tr>
<tr>
<td>Above 50 yrs</td>
<td>15 15 30</td>
<td>15 15 30</td>
<td>15 15 30</td>
<td>15 15 30</td>
<td>60 60</td>
<td>120</td>
</tr>
<tr>
<td>Total</td>
<td>45 45 90</td>
<td>45 45 90</td>
<td>45 45 90</td>
<td>45 45 90</td>
<td>180 180</td>
<td>360</td>
</tr>
</tbody>
</table>

4.2 Source of Data Collection

4.2. a. Documentary Sources

Published materials are from the related international and national journals and magazines, newspapers and Government official websites and reports.

4.2. b. Human and Institutional Sources

Hotel managers, local people and tourists

4.3 Methods of Data Collection

a) Primary Data: For this study, the primary data has been collected by means of questionnaires and personal interviews with hoteliers, local people, customers/tourists.

b) Secondary Data: Secondary sources of data such as books, articles in journals, newspapers, magazines, e-books, reports, and online sources has used for the study.
c) Observation Method: This study is based on certain observations made by the researcher at the time of field visits.

4.4 Methods of Data Analysis and Interpretation

Data has been analyzed by using frequency tables, Z test, t-test, chi-square test, etc. Some bar diagram, pie chart etc. are used for presenting information.

4.5 Hypotheses of the Study

Hypothesis -1

H1₀: Customers are not satisfied with the services of hospitality industry in Konkan region.

H₁₁: Customers are satisfied with the services of hospitality industry in Konkan region.

Hypothesis -2

H2₀: Hospitality industry does not create positive economic impact on local people in Konkan region.

H₂₁: Hospitality industry creates positive economic impact on local people in Konkan region.

Hypothesis -3

H₃₀: Hospitality industry does not create positive social impact on local people in Konkan region.

H₃₁: Hospitality industry creates positive social impact on local people in Konkan region.

Hypothesis -4

H₄₀: Increase in tourism in Konkan region does not help the growth of hospitality industry.

H₄₁: Increase in tourism in Konkan region helps the growth of hospitality industry.

Hypothesis -5

H₅₀: There is no significant difference in opinions of respondents regarding increase in tourism in Konkan region helping the growth of hospitality industry.
H5\textsubscript{1}: There is significant difference in opinions of respondents regarding increase in tourism in Konkan region helping the growth of hospitality industry

5. Limitations of the Study

1) The study covered only the following categories of hospitality industries such as MTDC resorts, cottages and resorts, MTDC approved hotels and others which are not included in above mentioned categories.
2) The bar and restaurants, Dharmshalas are not considered in this study.
3) The study could not cover the whole area of Konkan due to time limitations. The study covered only the hotels that are in the tourist areas and the areas where there is a large scope of development of tourism activity.
4) The services of transport and travel agencies are not considered in this study.
5) The information is collected for the period 2006-07 to 2012-13.
6) This study is restricted only to domestic tourists.
7) The study is totally depending upon the responses of respondents which are given at the time of personal interviews and the facts and figures available in secondary data and observations by the researcher during the time of field visit.

6. Review of Literature

A large number of books and research papers have been published on this topic. The researcher has gone through the following books and research papers. The researcher has classified the review of literature in to two one is Books and another is Research papers.

Table 6

<table>
<thead>
<tr>
<th>Sources of Review</th>
<th>Summary of Review</th>
</tr>
</thead>
<tbody>
<tr>
<td>A) Books</td>
<td></td>
</tr>
<tr>
<td>1) Sharma J. K., (2000), “Tourism Planning and Development: A New Perspectives</td>
<td>➢ Focus of the study on integrated approach results in increase in quality of tourism services and effective tourism management. ➢ Author suggests transportation, information, promotion and physical environment are the basic</td>
</tr>
</tbody>
</table>
components for tourism planning and development in a particular region.

- Study related to interdependence of tourism and hotel industry.
- Study is very logically proved with facts and figures.

- This is a case study of Orissa.
- Book provide information regarding tourism and its cultural impacts, accommodation and tourism, quality of hotel services, hotel accounting, management strategies, conferences etc.

- Study specifically related to professionalism in tourism and hospitality industry.
- Author suggests that programmer of vocational education and training can improve skill and the quality of job performance and enhancing career prospects.

- Covers basic information and clear conceptual understanding about hospitality industry.
- According to him, hospitality is a comprehensive tour through the fascinating and challenge related fields in the hospitality industry, travel and tourism, lodging, food service, leisure and recreation.

- Basic object is to study managing and developing accommodation aspect of tourism industry.
- Discussed on various problems related to hotel management.
- Explains the qualification and
<table>
<thead>
<tr>
<th>No.</th>
<th>Author(s)</th>
<th>Title</th>
<th>Relevant Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>8)</td>
<td>Arora J. P., (2010),</td>
<td>&quot;Hotel Management&quot;</td>
<td>Author reveals that hotels are not important only for accommodation but variety of services like food, reception is also to be provided to tourists. Study covers the aspects of allied services and its proper management.</td>
</tr>
<tr>
<td>9)</td>
<td>Dubey N., (2011),</td>
<td>“Hospitality, Tourism and Hotel Management”</td>
<td>Study specifies that hotels are associated with the hospitality industry. Overall study concentrates about managing the tourism and hospitality services with in code of conduct and all sections of the society are to be taken in to consideration.</td>
</tr>
</tbody>
</table>

**B) Research papers**


- Find out service quality levels to assist Hong Kong hotelier to enhance their ability in performing service to visitors.
- Study is based on primary data.
- Six hotels service quality dimensions identified.


- According to Author, tourism contributes in foreign exchange reserves due to its major attractions across the globe.
- The study shows implications for the hospitality industry in terms of their strategy formulation and implementation for the customer attractions and retention.


- Paper emphasis on how the emerging economy of India and China will be the main centre of growth of hospitality industry in next decade.
- Studied various strategies followed by international hospitality services providers to create positive impact in emerging market.
- Researcher has given suggestions to achieve better performance in India.


- Object is to study to develop a direct effect on the understanding of service quality, customer satisfaction and trust on customer loyalty.
- Structural equation model to analyse the relationship between independent varieties and dependent varieties.
- The study concludes that service quality, customer satisfaction and trust have significant and positive
After going through the above review, the researcher has arrived at the conclusion that various subject experts have covered general concept of hospitality and tourism industry, economic impact, study of hospitality industry from the human resource point of view, few studies are related to geographical and marketing point of view. But the overall study is related to national and international context. So, the present study will be very specific study in Konkan region.

7. Chapterisation of the Study

This study has been organized and conducted into seven chapters. It provides the detail insight in to the objectives of the study, hypothesis of the study, history of the hospitalization, data interpretations and analyses. The details of the chapters are given below.

Chapter 1: Introduction

In this Chapter, the researcher attempted to introduce the concept of tourism and hospitality, hospitality industry, hospitality management. On the basis of references, he has tried to understand the concept of hospitality industry. This Chapter provides information about relevance of the study, objectives of the study and its justification, hypotheses of the study and the adopted research methodology. The researcher has attempted various concepts and working definitions used in this research. He also mentioned a number of samples selected for the study. He has explained as to how the study is restricted to certain limitations. At the end the researcher has explained how there is interdependence of tourism and hospitality industry.

Chapter 2: Review of Literature

This Chapter covers the literature review on related aspects of the present study. The hospitality industry and tourism is fast growing world-wide. There are a number of studies on the problems and prospects of the tourism industry in India. However, a research on hospitality industry has grown only in recent years. No systematic, detailed and comprehensive study on the hospitality industry in the Konkan region has been made so far. A very limited data base is available on the
availability of hotel accommodation, even at the important touristscentres. Only descriptive literature exists at broad level. The literature on the various aspects of tourism is limited. Ample literature is available on various aspects like hospitality and tourism in foreign countries. There are various books, research papers, articles, and doctoral theses on the issues with respect to tourism and hospitality. An attempt is made in this chapter to review some of the relevant existing literature.

Chapter 3: Profile of the Study Area

In this Chapter, the researcher has attempted to find out how four districts of Konkan region are covered with geographical factor, cultural factor, historical factor and demographic factor. It is also noticed that how Konkan is rich in natural resource, historical resources and even in cultural resources. The researcher has come to know as to why these tourism attractions are exclusively important for development of hospitality industry.

Chapter 4: Overview of Hospitality Industry

The researcher in this Chapter attempted to study the history of hospitality industry. It has been realized by the researcher that the concept of hospitality has been developed since ancient times, medieval period, eighteenth, nineteenth, twentieth centuries, and twenty first century. The researcher has studied the great contributors in hospitality industry. He has provided information about various brands that are existing at national and international levels. This Chapter is very helpful for the research work.

Chapter 5: Hospitality Industry in Konkan Region

In this chapter, the researcher has attempted to analyse the various services provided by hoteliers in Konkan region. The researcher understood how this industry provides employment opportunities for local people. How local people are engaged in hotel jobs at different levels. The researcher analysed various sub-contracts are given by hoteliers.

Information has collected through the questionnaire. Overall this Chapter provides information as to how hospitality industry runs its business.
Chapter 6: Data Analysis and Interpretations

This Chapter is the core part of the research study. In this chapter, the researcher has tried to prove the objectives of the study. Objectives of the research are proved with the help of primary data collected by the researcher. The researcher also tried to find out district wise association of study. At the end of this chapter, hypotheses are tested by using statistical tools.

Chapter 7: Findings, Conclusions, Suggestions and Recommendations

After analyzing the questionnaire, opinions of the respondents are drawn for improving hospitality industry. Discussions with hoteliers, with tourists and local people helped to draw conclusions. On the basis of analyses of primary and secondary data, some conclusions and suggestions are drawn. The informal discussions with hoteliers, tourists and local people are taken into consideration while providing valuable suggestions and recommendations.

8. Testing of Hypotheses

Hypothesis 1

Null Hypothesis: Customers are not satisfied with the services of hospitality industry in Konkan region.

Alternative Hypothesis: Customers are satisfied with the services of hospitality industry in Konkan region.

For testing purpose, respondents are asked to give their opinion on four point satisfaction scale regarding different characteristics related to satisfaction with the services of hospitality industry in Konkan region. The codes are as follows

1. Strongly Dissatisfied
2. Dissatisfied
3. Satisfied
4. Strongly Satisfied

For testing above hypotheses the researcher compares mean rating scores with score 2 (which give satisfaction rating score).
Tests of Normality

Before selecting statistical test the researcher test normality of data as follows:

The researcher use Kolmogorov-Smirnov test for testing normality and results of which are tabulated below

<table>
<thead>
<tr>
<th>Table 7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test of Normality for Customers’ Satisfaction</td>
</tr>
<tr>
<td>Kolmogorov-Smirnov(^a)</td>
</tr>
<tr>
<td>Statistic</td>
</tr>
<tr>
<td>Satisfaction</td>
</tr>
</tbody>
</table>
(Sources: Primary Data Complied by Researcher)

Observations and Interpretations

In the above Table it is observed that significant p values for k-s tests is less than 0.01 clearly indicates that data related to satisfaction with the services of Hospitality industry in Konkan region is not normal. Hence the researcher use non-parametric one sample sign test for testing significance of satisfaction with the services of Hospitality industry in Konkan region.

One sample sign test

The researcher tests above null hypothesis one sample nonparametric sign test with hypothesized mean value 2. The details of which are tabulated as follows.

<table>
<thead>
<tr>
<th>Table 8</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Sample Non-parametric Sign Test of Median vs Hypothesized Score 2 for Satisfaction with the Services of Hospitality Industry in Konkan Region</td>
</tr>
<tr>
<td>Hypothesized scores for satisfaction with the services of Hospitality industry in Konkan Region.</td>
</tr>
<tr>
<td>M(_0) = 2.0</td>
</tr>
<tr>
<td>Observed median rating scores</td>
</tr>
</tbody>
</table>

452
for satisfaction with the services of Hospitality industry in Konkan Region.  

<table>
<thead>
<tr>
<th>Critical z values:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. At 5% level of significance the corresponding z value is 1.645</td>
</tr>
<tr>
<td>2. At 1% level of significance the corresponding z value is 2.326</td>
</tr>
</tbody>
</table>

(Sources: Primary Data Complied by Researcher)

**Observation**

From the above table it is observed that ‘z’ value for null hypothesis is 16.97 which is greater than +1.645 (also greater than +2.326). Also p value is 0.000 which is less than 0.01. Hence the researcher reject null hypothesis at 5% & 1% level of significance.

**Findings**

Customers are satisfied with the services of hospitality industry in Konkan region.

**Hypothesis 2**

**Null hypothesis:** Hospitality industry does not create positive economic impact on local people in Konkan region.

**Alternative hypothesis:** Hospitality industry creates positive economic impact on local people in Konkan region.

For testing purpose respondents are asked to give their opinion on five point agreement scale regarding different characteristics related to positive economic impact of Hospitality industry on local people in Konkan region. The codes are as follows

1. Strongly Disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly Agree

For testing above hypotheses the researcher compares mean rating scores with score 3 (which give positive agreement opinion rating score).
Tests of Normality

Before selecting statistical test the researcher test normality of data as follows:

The researcher use Kolmogorov-Smirnov test for testing normality and results of which are tabulated below

<table>
<thead>
<tr>
<th>Test of Normality for Positive Economic Impact</th>
<th>Kolmogorov-Smirnova</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statistic</td>
<td>df</td>
</tr>
<tr>
<td>Positive Economic Impact</td>
<td>0.274</td>
</tr>
</tbody>
</table>

(Sources: Primary Data Complied by Researcher)

Observations and interpretations

From the above Table, it is observed that significant p values for k-s tests is less than 0.01 clearly indicates that data related to positive economic impact of Hospitality industry on local people in Konkan region is not normal. Hence the researcher use non-parametric one sample sign test for testing significance of positive economic impact of Hospitality industry on local people in Konkan region.

One sample sign test

The researcher tests above null hypothesis one sample non-parametric sign test with hypothesized mean value 3. The details of which are tabulated as follows.

<table>
<thead>
<tr>
<th>Median score</th>
<th>Sample size</th>
<th>Calculated ‘z’ value (one tailed, upper )</th>
<th>Significant P value</th>
</tr>
</thead>
<tbody>
<tr>
<td>M₀ = 3.0</td>
<td>n= 251</td>
<td>z = 6.69</td>
<td>p =0.000</td>
</tr>
</tbody>
</table>

Hypothesized scores for positive economic impact of Hospitality industry on local people in Konkan region.
Observed median rating scores for positive economic impact of Hospitality industry on local people in Konkan region.

\[
M = 3.165
\]

Critical z values:
1. At 5% level of significance the corresponding z value is 1.645
2. At 1% level of significance the corresponding z value is 2.326

(Sources: Primary Data Complied by Researcher)

**Observation**

From the above Table, it is observed that ‘z’ value for null hypothesis is 6.69 which is greater than +1.645 (also greater than +2.326). Also p value is 0.00 which is less than 0.01. Hence the researcher rejects null hypothesis at 5% and 1% level of significance.

**Findings**

Hospitality industry creates positive economic impact on local people in Konkan region.

**Hypothesis 3**

**Null hypothesis:** Hospitality industry does not create positive social impact on local people in Konkan region.

**Alternative hypothesis:** Hospitality industry creates positive social impact on local people in Konkan region.

For testing purpose respondents are asked to give their opinion on five point agreement scale regarding different characteristics related to positive social impact of Hospitality industry on local people in Konkan region. The codes are as follows

1. Strongly Disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly Agree

For testing above hypotheses the researcher compares mean rating scores with score 3 (which give positive agreement opinion rating score).

455
Tests of Normality
Before selecting statistical test the researcher test normality of data as follows:
The researcher use Kolmogorov-Smirnov test for testing normality and results of which are tabulated below:

| Table 11 |
| Test of Normality for Positive Social Impact |

<table>
<thead>
<tr>
<th>Kolmogorov-Smirnov^a</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statistic</td>
</tr>
<tr>
<td>Positive Social Impact</td>
</tr>
</tbody>
</table>

(Sources: Primary Data Complied by Researcher)

Observations and interpretations
From the above Table it is observed that significant p values for k-s tests is less than 0.01 clearly indicates that data related to positive social impact of Hospitality industry on local people in Konkan region is not normal. Hence the researcher use non-parametric one sample sign test for testing significance of positive social impact of Hospitality industry on local people in Konkan region.

One sample sign test
The researcher tests above null hypothesis one sample non-parametric sign test with hypothesized mean value 3. The details of which are tabulated as follows:

| Table 12 |
| One Sample Non-parametric Sign Test of Median vs Hypothesized Score 3 for Positive Social Impact of Hospitality Industry on Local People in Konkan Region |

| Hypothesized scores for positive social impact of Hospitality industry on local people in Konkan region. |
| Sample size |
| Calculated ‘z’ value (one tailed, upper ) |
| Significant P value |
| M= 3.0 |
| n= 358 |
| z = 1.53 |
| p =0.062 |

Observed median rating scores M= 3.2
for positive social impact of Hospitality industry on local people in Konkan region.

Critical z values:
1. At 5% level of significance the corresponding z value is 1.645
2. At 1% level of significance the corresponding z value is 2.326

(Sources: Primary Data Complied by Researcher)

Observation

From the above Table it is observed that ‘z’ value for null hypothesis is 1.53 which is less than +1.645 (also less than +2.326). Also p value is 0.062 which is greater than 0.01. Hence the researcher failed to reject null hypothesis at 5% & 1% level of significance.

Findings

Hospitality industry does not create positive social impact on local people in Konkan region.

Hypothesis 4

Null hypothesis: Increase in tourism in Konkan region does not help the growth of hospitality industry.

Alternative hypothesis: Increase in tourism in Konkan region helps the growth of hospitality industry.

For testing purpose respondents are asked to give their opinion on five point agreement scale with respect to different characteristics in order to increase in tourism helping the growth of hospitality industry. The codes are as follows

1. Strongly Disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly Agree

For testing above hypotheses the researcher compares mean rating scores with score 3 (which gives positive agreement opinion rating score).
Tests of Normality

Before selecting statistical test the researcher test normality of data as follows:

The researcher use Kolmogorov-Smirnov test for testing normality and results of which are tabulated below

<table>
<thead>
<tr>
<th>Table 13</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test of Normality for Overall Growth of Hospitality Industry</td>
</tr>
<tr>
<td><strong>Kolmogorov-Smirnov</strong>&lt;sup&gt;a&lt;/sup&gt;</td>
</tr>
<tr>
<td>Statistic</td>
</tr>
<tr>
<td>Overall Growth</td>
</tr>
</tbody>
</table>

(Sources: Primary Data Complied by Researcher)

**Observations and interpretations**

From the above Table it is observed that significant p values for k-s tests is less than 0.01 clearly indicates that data related to increase in tourism helping the growth of hospitality industry is not normal. Hence the researcher use non-parametric one sample sign test for testing significance of increase in tourism helping the growth of hospitality industry.

**One sample sign test**

The researcher tests above null hypothesis one sample non-parametric sign test with hypothesized mean value 3. The details of which are tabulated as follows.

<table>
<thead>
<tr>
<th>Table 14</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Sample Non-parametric Sign Test of Median vs Hypothesized Score 3 for Increase in Tourism Helping the Growth of Hospitality Industry</td>
</tr>
<tr>
<td>Hypothesized scores for increase in tourism helping the growth of hospitality industry.</td>
</tr>
<tr>
<td>Observed median rating scores for increase in tourism helping</td>
</tr>
</tbody>
</table>
Critical z values:

1. At 5% level of significance the corresponding z value is 1.645
2. At 1% level of significance the corresponding z value is 2.326

(Sources: Primary Data Complied by Researcher)

Observation

From the Table it is observed that ‘z’ value for null hypothesis is 2.99 which is greater than +1.645 (also greater than +2.326). Also p value is 0.0014 which is less than 0.01. Hence the researcher reject null hypothesis at 5% & 1% level of significance.

Findings

Increase in tourism in Konkan region helps the growth of hospitality industry.

Hypothesis 5:

Null hypothesis: There is no significant difference in opinions of respondents regarding increase in tourism in Konkan region helping the growth of hospitality industry

Alternative hypothesis: There is significant difference in opinions of respondents regarding increase in tourism in Konkan region helping the growth of hospitality industry

For testing purpose respondents are asked to give their opinions on five point agreement scale regarding different characteristics related to increase in tourism helping the growth of hospitality industry. The codes are as follows

1. Strongly Disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly Agree

For testing above hypotheses the researcher compares mean rating scores of three groups of respondents namely hoteliers, tourist and local people from konkan region.
Tests of Normality

Before selecting statistical test the researcher test normality of data as follows:

The researcher use Kolmogorov-Smirnov test for testing normality and results of which are tabulated below

Table 15

Test of Normality for Significant Difference in Opinions of Respondents Related to Increase in Tourism and Growth of Hospitality Industry

<table>
<thead>
<tr>
<th></th>
<th>Kolmogorov-Smirnov&lt;sup&gt;a&lt;/sup&gt;</th>
<th>Statistic</th>
<th>df</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Growth of Hoteliers</td>
<td></td>
<td>.067</td>
<td>60</td>
<td>.200&lt;sup&gt;*&lt;/sup&gt;</td>
</tr>
<tr>
<td>Growth of Tourists</td>
<td></td>
<td>.258</td>
<td>60</td>
<td>.000</td>
</tr>
<tr>
<td>Growth of Local People</td>
<td></td>
<td>.204</td>
<td>60</td>
<td>.000</td>
</tr>
</tbody>
</table>

(Sources: Primary Data Complied by Researcher)

Observations and Interpretations

From the above Table it is observed that significant p values for k-s tests is less than 0.01 (except first) clearly indicates that data related to increase in tourism helping the growth of hospitality industry of above three is not normal. Hence the researcher used non-parametric Kruskal-Wallis test for testing significance of in opinions of respondents regarding increase in tourism in Konkan region helping the growth of hospitality industry.

Kruskal-Wallis Test

To test above hypotheses non-parametric Kruskal-Wallis (H) test is also performed. For this purpose data related to mean scores opinions of respondents regarding increase in tourism in Konkan region helping the growth of hospitality industry is taken into consideration. The data obtained are tabulated as follows.
### Table 16

**Kruskal-Wallis Test for Scores Opinions of Respondents Regarding Increase in Tourism in Konkan Region Helping the Growth of Hospitality industry**

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Average rank</th>
<th>n</th>
<th>Chi-Square value</th>
<th>d. f.</th>
<th>p value</th>
<th>Critical p value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hoteliers</td>
<td>176.93</td>
<td>60</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tourists</td>
<td>464.23</td>
<td>360</td>
<td>103.846</td>
<td>2</td>
<td>0.000</td>
<td>α = 0.05</td>
</tr>
<tr>
<td>Local people</td>
<td>352.36</td>
<td>360</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>780</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(Source: Primary Data Complied by Researcher)

**Observation**

In the above Table it is observed that ‘Chi-Square’ value for null hypothesis is 103.846 which is greater than +5.99 (also greater than +9.21). Also p value is 0.00 which is less than 0.01. Hence the researcher rejects null hypothesis at 5% and 1% levels of significance.

**Findings**

There is a significant difference in opinions of respondents regarding increase in tourism in Konkan region helping the growth of hospitality industry.

9. **Findings of the Study**

9.1 **General Findings**

On the strength of information furnished in the questionnaires and coupled with certain observations of which general findings are extracted in this study. They are cited as follows.

1) It was found that 73.3 percent hotels had general ratings. 18.3 percent were of 3-star rating and a few hotels were of one star and two star ratings.

2) It was noticed that 43.3 percent were cottages and resorts, 23.4 percent were approved by MTDC, 3.3 percent were managed by MTDC and 30 percent were other categories. Other categories included the accommodations which were not in cottages, not approved by MTDC and not managed by MTDC.
3) It was observed that 51.1 percent of the tourists stayed in cottages and resorts.

4) The researcher has observed that 53.1 percent of the local people were self-employed.

5) Out of 60 hoteliers 75 percent of hoteliers had no banquet halls. In the opinion of hoteliers, there was no need for banquet hall.

6) The study revealed that 68.3 percent hoteliers had no swimming pool facility in their hotels. Major parts of the Konkan region are covered by sea. So, there is no swimming pool facility in most of the hotels.

7) The researcher had observed that 20 percent hoteliers provide health/spa/massage services. 80 percent hoteliers lack these services. Hoteliers expressed that they do not get trained staff for these services.

8) When hoteliers have been asked by the researcher regarding amusement park facility then 61.7 percent of respondents did not have this facility. Hoteliers revealed that they had no enough space to develop amusement parks.

9) It was noticed by the researcher that 31.7 percent of hoteliers provided internet facility and the remaining 68.3 percent had no facility to provide internet. Hoteliers revealed that there is a signal problem in Konkan region.

10) It was observed that 76.7 percent of hoteliers provided intercom facility.

11) The researcher had observed that, extra wash rooms nearby lounges were not provided by 75 percent of hoteliers.

12) The study revealed that 63.3 percent of the hoteliers did not provide laundry service.

13) It was observed that 56.7 percent of hoteliers did not provide it. Such facilities entertain tourists at night. Hoteliers provided this facility only on 31st December every year.

14) It was noticed by the researcher that 83.3 percent of hoteliers provided parking lot to customers. They made arrangement for parking vehicles on open plots nearby hotels.

15) It was found that 81.7 percent of hoteliers did not have waiting rooms.

16) It was observed that 96.7 percent of hoteliers provided T.V facility.
17) It was noticed by the researcher that 23.3 percent of hoteliers provided railway/bus/air reservations facility.

18) It was observed in the study that 53.3 percent of respondents provided newspapers service to their customers. The hoteliers did not provide this facility to customers in their rooms. They made newspapers available at reception counter.

19) Only 21.7 percent of respondents provided transportation to take visitors for sightseeing.

20) Out of 60 hoteliers, 68.3 percent of them revealed that they used the option of internet.

21) It was observed by the researcher that 96.7 percent of hoteliers had the phone booking option for their hotel bookings.

22) In this study the researcher had noticed that only 28.3 percent of hoteliers made a booking through tourist agencies. It was the opinion of the hoteliers that tourists’ agencies ask for certain commission.

23) It was noticed by the researcher that 83.3 percent of hoteliers did not allow private agents to do bookings for hotel rooms. Because they charge them high commission which is not affordable.

24) The study revealed that 73.3 percent of hoteliers did not provide a guide facility to their customers. There is lack of awareness regarding tourist guides.

25) The researcher observed in the study that only 40 percent of hoteliers had the system of collecting feedback from customers. Some hoteliers collected the feedback by books, some collected by filled-in forms from customers. Some referred to the online feedback collected through my trip advisor’s websites.

26) It was observed by the researcher that 90 percent of hoteliers serve Maharashtrian food, 13.3 percent Gujarathi food, 55 percent serve south Indian dishes, 61.7 percent serve Panjabi dishes, 5 percent of hoteliers serve Bengali food and 46.7 percent of hoteliers serve fast food.
9.2.1 Specific Findings

9.2.1 Specific Findings Regarding Hospitality Industry

The researcher has attempted to find out various problems faced by hospitality industry in the study region. The study concerns the development of hospitality industry. He has also tried to find out the opinions of hoteliers regarding interdependence of growth of tourism on development of hospitality industry. The following observations are cited by him after analyzing the data.

1) In 2006-2007, numbers of rooms in Thane district were 175; it increased by 42 in 2012-2013. In case of Raigad district, numbers of rooms were 387 in 2006-2007, it then increased by 29. In Ratnagiri district, numbers of rooms in 2006-2007 were 373 and it then increased by 31. In Sindhudurg district, numbers of rooms were 166 and there is no increase in numbers of rooms. It was the opinion of the hoteliers of the Sindhudurg district that due to CRZ problems and strict rules of local body, it is very difficult to obtain permission for more construction. Hoteliers revealed that they do not have sufficient vacant for construction and some of them find it very difficult to obtain permission for construction.

2) Average numbers of tourists stayed in hotels of Ratnagiri were more (18,327), than Raigad district (12,033). Whereas numbers of tourists stayed in hotels of Sindhudurg district were 5,987 and in Thane district were 5,775. The respondents revealed that tourists used to stay at private homes which were owned by their friends and relatives. Even private bungalows were rented out to them. Some hoteliers revealed that for the last two to three years, there has been an increase in numbers of accommodation in the surrounding areas. This may be one of the reasons for not staying in hotels. According to the opinion of hoteliers in Thane district, tourists visit Thane district only for one night stay. Because Thane is very near to Mumbai.

3) Out of 60 hoteliers only 45 hoteliers have responded that lack of infrastructural development, tourism marketing and tourist attractions may be the reasons for a decline in profits.

4) While discussing with the hoteliers the researcher noticed the following types of problems faced in running hospitality business.
a) 22.4 percent hoteliers faced the problem of shortages of labour. It was very difficult to get labour force in Konkan region. Hoteliers revealed that they get labour force infrequently because they engage themselves in agricultural activities during the rainy season. Even during the local festivals labour are scarce.

b) 20.9 percent hoteliers revealed that lack of tourist attractions affects their hotel business.

c) 17.3 percent of hoteliers expected government supports.

d) 11.8 percent of hoteliers suffered from taxes.

5) It was observed that 51.67 percent of hoteliers agreed and 25 percent of hoteliers strongly agreed to their opinion that there is a development of hospitality industry on account of tourist satisfaction.

6) It was noticed by the researcher that, 56.67 percent of hoteliers disagreed and 18.33 percent of them strongly disagreed with the opinion that the development of tourism infrastructure is very important for the development of hospitality industry in their region. According to their opinion, there was a need of tourism infrastructural development.

7) It was found that 41.67 percent of hoteliers disagreed and 20 percent of hoteliers strongly disagreed with the opinion that more numbers of tourists are attracted owing to quality of hospitality services. Hoteliers honestly expressed that they provided services to tourists within the resources available to them.

8) The study revealed that 53.33 percent of hoteliers agreed with the opinion that tourist attractions like beaches, temples, forts, parks etc. in their region play a major role in the development of hospitality industry.

9) It was observed by the researcher 40 percent of hoteliers strongly agreed and 40 percent of hoteliers agreed with the opinion that the cost of hospitality services does not affect tourism in their region. According to them, when tourists visit sightseeing spots they like to spend on hospitality services. Enjoyment in life is one of the reasons behind this. So, they do not bother about cost of hospitality services.
10) The researcher observed in this study that 63.34 percent of hoteliers agreed with the opinion that customer relations in hospitality industry play an important role in the development of hospitality industry in their region. Mouth publicity was one of the reasons for increase in their business.

11) The study revealed that 46.67 percent of hoteliers agreed and 38.33 percent of them strongly agreed with the opinion that tourists consider the hospitality services in selecting their destinations.

12) It was found that 51.67 percent of hoteliers disagreed with the opinion that advertisement of their tourist places plays a very important role in the development of hospitality industry. According to them, the government did not take any initiative for tourism marketing.

13) The researcher has found in this study that 58.33 percent of hoteliers disagreed with the opinion that different categories of hospitality services attract more numbers of tourists in their region. According to them, Konkan is an attraction to middle income group.

9.2.2 Specific Findings Regarding Tourists

In an attempt, the researcher has found out that tourist satisfaction towards hospitality industry. The researcher has collected opinions of tourists through questionnaires. He has also attempted to find out the opinion of tourists regarding interdependence of growth of tourism in the development of hospitality industry. The following observations are cited by the researcher after analyzing the data.

1) As regards ambience of hotels, 71.7 percent of tourists were satisfied with ambience of hotels. When it is questioned about ambience of hotels, tourists say that Konkan is a very beautiful location where they want to spend their leisure. They did not like modern structure of hotels. They preferred to stay in huts or small cottages in natural surroundings.

2) In case of opinion on the parking facility, 86.9 percent of tourists were satisfied. They had to park their vehicles in the open space available near the hotel.

3) Tourists’ opinions in case of road accessibility, 71.4 percent of them were satisfied.
4) In case of tourist opinion on amusement parks, 53.0 percent tourists were very dissatisfied with the facility of amusement parks.

5) The opinion of tourists regarding electricity backup facility is that 79.2 percent of them were satisfied with the facility in hotels, because they get emergency electricity backup service immediately.

6) Opinion regarding safety and security is that, 91.7 percent of tourists were satisfied with the facility. Tourists in majority felt that hotels in Konkan region were safe and secure to stay. In rare cases some tourists found hotels were unsafe and secure.

7) The opinion of tourists regarding customer expectation as per room charges is, 52.8 percent of them were satisfied with room charges. Tourists felt that they had no option when they visited during peak period.

8) In case of opinion of tourists regarding swimming pool facility, 61.4 percent of them were dissatisfied.

9) Tourist opinion about guide and sightseeing, 65.6 percent of them were very dissatisfied with service of tourist guide and sightseeing.

10) In case of reception services in hotels, 53.9 percent of tourists were dissatisfied. Tourists revealed that there was no proper ways to welcome customer at the reception counter.

11) In case of satisfaction of hygiene and cleanliness of room service, 89.7 percent of them were satisfied. Tourists revealed that hoteliers took care to maintain the rooms clean. A few tourists were dissatisfied with this service.

12) As far as courtesy and friendliness of hotel staff is concerned, 83.6 percent of them were satisfied. Satisfied respondents expressed that, in the whole Konkan region staffs of the hotels were courteous and friendly. They behaved mannerly with customers.

13) In case of satisfaction of service knowledge of hotel staff in response to customer request, 49.2 percent of tourists were dissatisfied. Dissatisfied tourists felt that hotel staff did not have knowledge whenever respondents asked for something. Even sometimes, they did not have answers to customers’ queries.
14) For satisfaction of service to meet specific needs of customers, 51.1 percent of tourists were dissatisfied. Hence, majority of the tourists were dissatisfied. Dissatisfied tourists felt that hoteliers took time to understand them and meet their specific needs.

15) In respect to satisfaction of prompt service, 45 percent of tourists were dissatisfied. Dissatisfied tourists revealed that, there were no prompt delivery of services. Hoteliers took time to serve the customers.

16) As regards entertainment satisfaction, 51.7 percent of tourists were very dissatisfied. Very dissatisfied tourists revealed that there was no entertainment service in some hotels.

17) In case of satisfaction of food service in rooms, 50.6 percent of tourists were satisfied. Satisfied tourists revealed that they were getting food in their rooms if demanded. Dissatisfied tourists revealed that hoteliers charged extra for serving food in customers’ rooms.

18) Satisfactions in regards to convenient timings of restaurants, 88.1 percent of tourists were satisfied. The satisfied tourists revealed that timings of the restaurants are convenient.

19) Regarding food quality satisfaction, 73.1 percent of tourists were satisfied. The satisfied tourists expressed that, Konkani food is very tasty. Customers especially enjoy Konkani food.

20) In case of satisfaction regarding quantity of food, 71.9 percent of them were satisfied. Greater numbers of the tourists were satisfied with quantity of food. The satisfied respondents revealed that the quantity of food was enough in comparison to cost.

21) Satisfaction regarding prompt in serving the food, 52.8 percent of tourists were satisfied. Satisfied tourists expressed that there was promptness in serving the food in Maharashtrian cuisine.

22) On satisfaction regarding variety of food available in hotels, 66.7 percent of tourists were satisfied. Satisfied tourists revealed that varieties of food were available in hotels, but it took time to prepare specific variety of customers’ order.
23) It was observed by the researcher that 73.05 percent of tourists agreed with the opinion that there is a development of hospitality industry due to tourist satisfaction.

24) The researcher has observed that, 43.89 percent of tourists agreed with the opinion that development of tourism infrastructure is very important for the development of hospitality industry in their region.

25) It was found that 56.38 percent of tourists agreed in their opinion that more numbers of tourists were attracted due to quality of hospitality services in their region.

26) It was noticed by the researcher that 78.89 percent of them agreed that tourist attractions like beaches, temples, forts, parks etc. In their region play a major role in developing hospitality industry.

27) The study revealed that 72.78 percent of tourists agreed that cost of hospitality services does not affect tourism in this region.

28) It was observed by the researcher that 79.44 percent of tourists agreed with the opinion that customer relations in hospitality industry play a very important role in the development of hospitality industry in this region.

29) Out of 360 tourists 81.11 percent of tourists agreed with the opinion that the hospitality services help them to select tourist destinations.

30) It was found that 48.06 percent of tourists strongly disagreed that advertisements of tourist places play a very important role in the development of hospitality industry. They come only through the mouth publicity.

31) It was noticed that 28.89 percent of tourists strongly disagreed and 22.5 percent of tourists disagreed with the opinion that tourists are attracted due to availability of different categories of hospitality services.

32) Out of 360 tourists 50 percent of tourists strongly disagreed with the opinion that goodwill and reputation of hospitality industry attracts more numbers of tourists. Tourists had maximum stay of two days in Konkan region. So, they did not consider goodwill and reputation of hospitality industry.
9.2.3 Specific findings regarding Local People

The researcher has attempted to find out the positive and negative socio-economic impact of hospitality industry on local people. He has also tried to find out the opinions of local people about interdependence of growth of tourism on development of hospitality industry. The researcher has made the following observations after analyzing the data.

1) The opinion of the local people regarding hospitality industry has a scope for rural artisans then 52.78 percent of respondents disagreed with this opinion. They did not feel that hospitality industry has given any scope to rural artisans. It therefore has no positive social impact on local people. Hoteliers only from Sindhudurg district promote the local artisans to display their local products, handicraft work, local art and paintings etc.

2) The opinion of local people regarding hospitality industry has encouraged government to improve roads and other infrastructural facilities then 54.72 percent of respondents agreed with this opinion whereas 45.28 percent of respondents disagreed. Majority of the local people revealed that due to hospitality industry there is an improvement in the conditions of roads and other public infrastructures. So, this has created positive impact on the local people.

3) The opinion of local people whether they are treated equally rather than as inferior by tourists, then it was noticed that 73.34 percent of respondents agreed with this opinion. It means majority of the local people revealed that they are treated equally rather than as inferior by tourists. Hence, there is positive socio impact on local people.

4) The opinion of local people regarding hospitality industry has helped to promote the local culture is 51.94 percent of respondents agreed with this opinion. It means majority of the local people agreed with the opinion. Some hoteliers give opportunities to local people to perform their local art, music, dance etc. during dinner or especially at the time of 31st December. Hence, there is positive social impact on local people.

5) Opinion of local people about active participation of local social organizations/NGOs towards increasing tourism activity, 51.39 percent of
respondents disagreed with this opinion. Hence, there is no positive social impact on local people.

6) From the study, it was observed that, 96.39 percent of local people disagreed with the opinion regarding scarcity of essential goods because of consumption pattern of tourists. It means majority of the respondents disagreed with the opinion regarding scarcity of essential goods because of consumption pattern of tourists. Hence, there is no negative social impact on local people.

7) Local people expressed opinion regarding interacting with tourists leads to deterioration of local languages, then 95 percent of local people disagreed. Local people felt that there is no deterioration of local languages due to interacting with tourists. Hence, there is no negative social impact on local people.

8) From the study it was observed that, 94.44 percent of local people agreed with the opinion that local residents are affected by overcrowded tourists in hospitality industry. Local people suffered a lot due to narrow roads. Hence, there is negative social impact on local people.

9) Opinion of local people regarding increase in crime rate due to development of hospitality industry then, 66.11 percent of local people disagreed with this statement. Thus, majority of the local people disagreed with the statement. According to local people’s opinion there were crime rates but they were not increased due to development of hospitality industry. Hence, there is no negative social impact on local people.

10) Opinion of local people regarding development of hospitality industry does affect traffic congestion then, 96.11 percent of local people agreed with the statement that Local people expressed they face traffic problem due to narrow roads. Hence, there is negative social impact on local people.

11) About noise pollution in the surrounding areas due to hospitality industry, 66.39 percent of local people agreed with this statement. Local people felt that especially during the time on 31st December or KojagiriPournima or at the time of any celebration in hotels, they suffered from the problem of noise pollution. Hence, there is negative social impact on local people.
12) Opinion of local people regarding police protection for local people is affected due to hospitality industry, 79.44 percent of local people disagreed with this statement. According to local people, police force was enough to handle the tourists’ complaints. Hence, there is no negative social impact on local people.

13) Regarding employment opportunities for local people due to hospitality industry, 82.22 percent of local people agreed. Local people had got employment opportunities allied to hospitality industry. Hence, there is positive economic impact on local people.

14) Opinion of local people about subcontract services to local people, then 84.72 percent of local people agreed with this statement. Local people supply vegetables, non-vegetarian items, milk, and eggs to hoteliers. Hence, there is positive economic impact on local people.

15) Opinion of local people about opportunities for small business, then 98.05 percent of local people agreed with this statement. It means majority of the local people agreed with this statement. Hence, there is positive economic impact on local people.

16) Opinion of local people regarding increasing standard of living due to hospitality industry then 93.89 percent of local people agreed. Standard of living of the local people was improved due to hospitality industry. Hence, there is positive economic impact on local people.

17) Opinion of local people about increased commercial attitude of them, then 54.44 percent of local people agreed with this statement. Local people came to know how they can get earnings from hospitality business. Hence, there is positive economic impact on local people.

18) Regarding increase in cost of land and building due to development of hospitality industry, 99.44 percent of local people agreed. Hence, there is negative economic impact on local people. Locals felt that it was very difficult to invest in properties at tourism places.

19) Opinion of local people regarding increase in prices of goods, 90.56 percent of local people disagreed. It means majority of the local people disagreed with this statement. Local people did not feel that increase in prices of goods has
affected them due to hospitality industry. Hence, there is no negative economic impact on local people.

20) It was observed by the researcher that, 95.84 percent of local people agreed with the opinion that there is development of hospitality industry due to tourist satisfaction.

21) It was found that 56.11 percent of local people strongly disagreed with the opinion that development of tourism infrastructure is very important for the development of hospitality industry in their region.

22) The study revealed that 57.78 percent of local people agreed with the opinion that more numbers of tourists are attracted due to quality of hospitality services in their region.

23) It was noticed by the researcher that 98.61 percent of local people agreed with the opinion that tourist attractions namely beaches, temples, forts, parks etc. in their region plays a major role in the development of hospitality.

24) It was found that 64.44 percent of local people agreed with the opinion that cost of hospitality services does not affect tourism in their region.

25) Out of 360 local people, 96.66 percent of them agreed with the opinion that customer relations in hospitality industry are playing very important role in the development of hospitality industry in their region.

26) It was observed by the researcher that 66.67 percent of local people agreed with the opinion that tourists consider the hospitality services in selecting tourism destinations.

27) The study revealed that 57.5 percent of local people strongly disagreed with the opinion that an advertisement of their tourist places plays an important role in the development of hospitality industry in the region.

28) It was noticed that 53.33 percent of local people strongly disagreed with the opinion that more numbers of tourists are attracted due to availability of different categories of hospitality services in the region.

29) Out of 360 local people 67.78 percent of them strongly disagreed with the opinion that goodwill and reputation of hospitality industry attracts more numbers of tourists in their region.
10. Conclusions of the Study

On the basis of primary data, secondary data and the observations made during the field visits, the researcher has come to the following conclusions. They are classified into general and specific conclusions.

10.1 General Conclusions

1) The growth of hospitality industry is slow in the study region. Though the tourists are increasing in number, rooms are inadequate to accommodate them. Hence, there is slow growth of hospitality industry.

2) Hospitality industry has many problems viz. lack of government support, natural calamities, lack of tourist attractions, water problems, shortage of labour, non-availability of land, tax burden and the electricity problem.

3) A very few hoteliers have banquet halls, swimming pool, health/spa/massage facilities, amusement parks, internet connections, additional wash rooms, laundry service, entertainment, waiting rooms, rail/bus/air reservation facilities.

4) Majority of the hoteliers make bookings through internet and phone. A few of them book accommodation through travel agencies and private agents.

5) Many hoteliers do not provide a guide to tourists.

6) A very few hotels collect feedback from tourists but the system is not maintained efficiently.

7) Hoteliers make jobs available to local people. But many of them are found inefficient in their work owing to lack of proper training and awareness of hotel business. They find shortage of labour during local festivals.

8) Majority of the hoteliers subcontract local people to supply vegetables, fruit, meat, milk and bread. Some of them do not provide laundry service.

9) Many hoteliers do not have their own transportation to take their visitors for sightseeing.

10) Many hotels in Konkan region are under the general category.

11) A large number of tourists usually stayed in cottages and resorts.
12) Tourists were not satisfied with facilities relating to drinking water, safety and security, toilet, tourist guide and overall infrastructure at tourist spots.

10.2 Specific Conclusions

10.2.1 Specific Conclusions Related to Hospitality Industry

1) In Thane district, hospitality industry has slow growth. As a result, only double bed AC and double bed Non AC rooms are available in majority of the hotels. Few numbers of rooms are increased in the category of double Bed AC and double bed Non AC. There are no single bed AC and single bed non AC rooms available in the hotels. So hoteliers make adjustment in these AC rooms in order to accommodate tourists who want non AC rooms. Deluxe rooms are insufficient. Hoteliers revealed that tourists mostly demanded double bed rooms. Dormitory types of rooms were also available.

2) Raigad district has slow growth of hospitality industry. Numbers of double bed AC rooms are more compared to other categories. Since 2006-2007, there has been an increase in the number of double bed AC and deluxe rooms.

3) Ratnagiri district is slow in growth of hospitality industry. Double bed AC rooms and double bed non AC rooms and deluxe rooms are increased in few. Single bed AC rooms and single bed non AC rooms are not increased. But dormitories are slightly increased.

4) There is no growth of hospitality industry in Sindhudurg district. Numbers of tourists are increasing but there is no increase in the number of rooms owing to CRZ problems. Mostly, the rooms are available in the category of double bed AC and double bed non AC.

5) Hoteliers felt that lack of tourism marketing and lack of tourist attractions are the main reasons to affect their business.

6) Many hoteliers in Raigad district have mentioned that the lack of infrastructural development, lack of tourism marketing and tourist attractions as the reason of decline in profit. Whereas most of the hoteliers in Sindhudurg districts have mentioned the lack of tourism marketing as reason.
7) Besides all this there are many other obstacles for hoteliers to run the hotel business. The main problems are shortage of labour, lack of tourist attractions, and lack of government support, problem of tax burden, and electricity.

8) Majority of the hoteliers agreed that there is a development of hospitality industry owing to tourist satisfaction.

9) Many hoteliers disagreed that development of tourism infrastructure is very important for the development of hospitality industry in their region.

10) Most of the hoteliers disagreed that more tourists are attracted owing to quality of hospitality services in their region. Hoteliers revealed that they provide better services to their customers despite their varying needs and preferences. Sometimes they find it difficult to satisfy certain needs of customers.

11) Hoteliers in majority agreed that tourist attractions like beaches, temples, forts, parks, etc. in their region play a major role in developing hospitality industry.

12) Many hoteliers agreed that cost of hospitality services does not affect tourism in their region. Tourists like to enjoy themselves at tourist spots. They have no option even though the cost of hospitality services is increasing.

13) A number of hoteliers agreed that customer relations in hospitality industry are playing very important role for the development of hospitality industry in their region.

14) Majority of the hoteliers agreed with the opinion that tourists consider the hospitality services to select tourist destination.

15) Majority of the hoteliers disagreed that advertisements of the tourist places play a very important role in the development of hospitality industry.

16) Hoteliers disagreed that tourists are attracted owing to availability of different categories of hospitality services in the region. They expressed that wherever tourists feel comfortable and convenience there they prefer to stay.

17) A large numbers of hoteliers disagreed that goodwill and reputation of hospitality industry attracts more number of tourists in the region. According to them tourists do not stay more than 2 days in Konkan region. Hence they do not think about goodwill and reputation of the hotels.
10.2.2 Specific conclusions relating to Tourists

1) There are average numbers of tourists increased in Konkan region.

2) Tourists are very dissatisfied with the facilities of amusement parks, swimming pool, arrangement of tourist guide and sightseeing. Tourists revealed that some hoteliers did not provide these facilities. Otherwise tourists are satisfied with facilities like ambience, parking, road accessibility, electricity backup, safety and security, customer expectation of room as per charges.

3) Majority of the tourists are satisfied with hygiene and cleanliness in rooms, courtesy and friendliness of hotel staff. Whereas majority of tourists are dissatisfied with the services of reception, knowledge of hotel staff in response to their request, understanding their specific needs, promptness in service and entertainment services provided by hotels.

4) Tourists are mostly satisfied with food services provided by hoteliers in the study region. They are satisfied with timings of restaurants, quality of food, quantity of food and variety of food.

5) Many tourists agreed that there is development of hospitality industry owing to tourists’ satisfaction. Tourist reveals that the tourism in Konkan region is affordable for middle class income group people. Hence, many people prefer to travel Konkan.

6) Most of the tourists agreed that development of tourism infrastructure is very important for the development of hospitality industry in this region. Tourist revealed that there are a few places in Konkan region like Sindhudurg where they find development of tourism infrastructure. But it is not quite developed at all places in Konkan region.

7) A large number of tourists agreed that quality of hospitality services attract them in the region. As per the tourists’ opinion, they do not expect luxurious services in hotels but whatever is available that should be provided in neat, clean and systematic manner. They expect only basic amenities from the hoteliers.
8) Majority of the tourists agreed that tourist attractions viz. beaches, temples, forts, parks etc. in their region play a major role in the development of hospitality industry.

9) Most of the tourists agreed that cost of hospitality services does not affect tourism in their region. Tourists are ready to bear the cost if they get quality services.

10) Many tourists agreed that customer relations in hospitality industry play a very important role in its development in their region. Tourist reveals that hoteliers in Konkan region maintain good relation.

11) Numerous tourists disagreed that an advertisement of tourist places plays a very important role in developing hospitality industry in the region. Tourist revealed that there are many tourist places that should need publicity. Advertisement of such places will help to develop hospitality industry in these regions.

12) Tourists disagreed with the statement that more numbers of tourists are attracted due to availability of different categories of hospitality services in the region. Tourists did not consider the different categories of hospitality services. The data revealed that majority of the tourists are from middle income group. So they prefer services as per their budget. But sometimes they have to adjust during the peak season when they do not book accommodation in advance.

13) Tourists strongly disagreed that goodwill and reputation of hospitality industry attracts more and more tourists in the region. It was observed by the researcher only higher income group tourists consider reputation of hospitality industry. But many adjust with the situation.
10.2.3 Specific conclusions related to Local people

1) There is positive social impact on local people due to improved roads and other infrastructural facilities, local people are treated equally and local culture is promoted.

2) There is no positive social impact on local people due to no scope for rural artisans, no active participation of local social organizations/NGOs towards increasing tourism activity.

3) There is negative social impact on local people due to overcrowding at tourist places, traffic congestion and noise pollution in surrounding areas.

4) There is no negative social impact on local people due to scarcity of essential goods, deterioration of local languages while interacting with tourists, negligible crime rates and police protection for local people.

5) There is positive economic impact on local people due to employment opportunities provided by hospitality industry, getting subcontracts, getting business opportunities, improved standard of living, and increase in commercial attitude etc.

6) There is negative economic impact on local people due to increase in cost of land and building.

7) There is no negative economic impact on local people due to increase in prices of goods in local market.

8) Majority of the local people agreed that there is a development of hospitality industry due to tourists’ satisfaction. Local people revealed that many tourists visit Konkan due to satisfaction.

9) A large number of local people strongly disagreed with the statement that development of tourism infrastructure is important for the development of hospitality industry in their region. Local people felt that there is a need for more and systematic development of tourism infrastructure. It will definitely develop hospitality industry in their region.

10) Many of the local people agreed that tourist attractions like beaches, temples, forts, parks etc. play a major role in developing hospitality in their region.
Local people felt that many tourists visit Konkan especially to enjoy beach tourism. So it gets lots of scope to develop hotels nearby beaches.

11) A large number of local people agreed that customer relations in hospitality industry play a very important role in the development of hospitality industry in their region.

12) Majority of the local people agreed that tourists consider the hospitality services for selecting the tourist destinations. Local people revealed that it happens when they plan tour, they take care of booking their accommodation and food services. They select such tourist places where they get at least minimum hospitality services.

13) Most of the local people strongly disagreed that an advertisement of tourist places plays a very important role in the development of hospitality industry in their region. With reference to discussion with the local people, there are many places in Konkan region which have lot of tourism potential but lack of advertisement; such places are unknown to tourists. So, ultimately it will restrict the development of hospitality industry.

14) A good number of local people strongly disagreed that more tourists are attracted owing to availability of different categories of hospitality services in their region. In this case, local people revealed that tourists are ready to stay where they get lodging and boarding facility at reasonable cost with quality. They do not expect five star quality services. Especially during the peak season they are ready to stay even in cottages.

15) Majority of the local people strongly disagreed that goodwill and reputation of hospitality industry attracts more and more tourists in their region. Local people revealed that there is no tourism business for 12 months in Konkan region. There are large numbers of tourists in weekends and holidays. So during the peak time tourists prefer wherever they get hospitality services.
11. Suggestions

After studying the findings of the research work, the researcher has given some suggestions in this study. They are divided into general and specific suggestions.

11.1. General Suggestions

1) It is necessary to construct more numbers of rooms. Hotel association should strongly recommend the government to have liberal policies regarding construction of hotel rooms.

2) M.T.D.C should give permission to increase the numbers of rooms under bed and breakfast scheme.

3) Hoteliers should provide banquet hall facility to earn revenue by renting out this hall for parties, meetings, marriages etc.

4) Hoteliers should provide facility of swimming pool, spa and massage.

5) Hoteliers should develop amusement park for tourists because children can enjoy themselves.

6) Internet facility should be provided at least on one computer. It can be used by busy customers who want to have emergency internet access.

7) Facility of extra wash-rooms should be provided by hoteliers.

8) Hoteliers should make available outside laundry service for tourists.

9) Entertainment programmes like singing and local folk dances can be arranged. It will increase earnings for the local people.

10) Provide transport facility to visitors for sightseeing.

11) Hoteliers should provide a guide to their customers. They can charge extra amount from customers.

12) Systematic feedback from customers in specific format or through online should be collected.
11.2. Specific Suggestions

11.2.1 Specific Suggestions to Hoteliers

1) Numbers of double rooms should be increased in Thane district.

2) Numbers of deluxe rooms, double bed non-AC rooms and dormitories should be increased in Raigad district.

3) In Ratnagiri district, hoteliers should increase the number of double bed AC rooms and double bed non AC rooms. There is also need for sufficient numbers of deluxe rooms.

4) Government should be sympathetic in taking decisions in case of CRZ problems.

5) Hoteliers should create awareness among local people about importance of tourism business. They should organise training for local people. It will increase the numbers of trained and skilled labour.

6) Hospitality industry should participate and support the growth of tourism because both activities are interdependent on each other. If tourism will increase then hospitality industry will also increase. If hospitality will increase then tourism will also increase. Wherever tourists go they need at least good quality of food, good accommodation, enjoyable sightseeing, entertainment, etc.

7) Package tour system should be introduced such as family package, individual package, student package, honeymoon package, senior citizen package etc.

8) It is necessary to provide amusement parks facility to tourists. When tourists come with their families, their children play in parks. At least hoteliers should provide them with some entertainment games.

9) There is another one attraction for tourists. It is a swimming pool facility. This facility should be available where there is no beach tourism. Swimming pool water should be changed frequently.
11.2.2. Specific Suggestions Regarding Local People

1) Each district of Konkan region has a specific art like Tarpa dance, Koli dance, Dashavtar and Warali painting. People belong to different cultures. There is an ample scope to present their local culture. They can present them before tourists.

2) Local artisans should keep in touch with hoteliers and make a contract with hoteliers for performing their art.

3) NGOs or local social organisations such as Lion’s Club, Rotary Club etc. can function better in development of hospitality industry. They should give financial help in providing drinking water, amusement parks and other tourism infrastructural development.

4) People should support the local body or government in giving space for the construction of roads. It will solve the problem of overcrowding. It may also solve the problem of traffic congestion.

5) Find out new employment opportunities such as online booking services, taxi services, tourists’ guide services.

6) Young graduates in the subject of Geography, History and Commerce etc. are familiar with their surroundings; they can start their career as a professional guide for tourists. Local people will get employment opportunities to increase their standard of living.

12. Recommendations

12.1 General Recommendations

1) Government must support strongly for development of eco-tourism and agro tourism hospitality. Obtaining and renewal of licensing system for hospitality industry coming in eco-tourism and agro tourism area.

2) Minimise CRZ restrictions.

3) Government should subsidise purchase of water sports equipment.

4) Konkan is very famous for beach tourism but it has also other potentials such as religious tourism, adventure tourism, sports tourism, forts tourism etc.
5) The concept of circuit tourism should be developed such as Kolhapur-Goa- Sindhudurg-Ratnagiri-Raigad and Thane. There should be a chain or linkages among hoteliers. So, there will be a flow of tourists from one hotel to another.

6) According to opinion of hoteliers from North Konkan, North Konkan region should be given proper identity.

7) Government should take initiative to repair certain forts and ports.

8) NGOs should sponsor dustbins at tourist places so that cleanliness can be maintained.

9) Local government should make arrangement for street lights and lights on the coastal beaches.

10) There should be sign boards, arrows to show directions of sightseeing places, roads or main spots of tourist place.

12.2. Special Recommendations

12.2.1 Recommendations to Hoteliers

1) Provide quality services and delight the customers

2) Make the partnership with the government to develop tourist places such as construction of roads, tourism infrastructure, toilet and drinking water facilities.

3) Get well trained human resources by establishing hotel management colleges in surrounding areas.

4) Be an ethical professional.

5) Allow local people to represent their local culture.

12.2.2 Recommendation to Tourists

1) Keep tourists places clean.

2) Prefer local food

3) Respect the local people and their culture

4) Visit new tourist spots.

5) Do mouth campaign of new places of tourist.
12.2.3 Recommendations to Local People

1) Organise tourist exhibition with the help of NGOs and other social organisations.

2) Update historical and cultural importance of the tourist places.

3) Find out new tourist place in their surroundings and display them at all tourist places.

4) Take initiative to present their local culture.

5) Try to find out new economic opportunities e.g tourist guide, hire safety jacket for tourist, hire vehicle etc.

12.2.4 Recommendations to Government/Local Body

1) Proper planning to develop tourist place.

2) Increase local transport services especially for tourists.

3) Develop tourism marketing strategy especially promotion of strategy for promoting tourist places such as advertisements in railway compartments, railway stations, bus stands etc.

4) Give priority to sanctioning of budget for tourism services.

5) Develop infrastructural facilities.

6) Be a partner with local people.

7) Introduce the concept of tourism police.

8) Make the tourism insurance.

9) Single window permitting licensing and its renewal.

10) M.T.D.C should play a major role in the development of tourism.

13. Scope for Future Studies

The concept and scope of hospitality industry is wide. The researcher has considered only the overall hospitality industry in Konkan region. An attempt was made to study tourists’ satisfaction in hospitality industry, its problems, socio-economic impact on local people, and interdependence of growth of tourism on hospitality industry in Konkan region. Four districts, namely Thane, Raigad,
Ratnagiri and Sindhudurg districts were selected for the study. As per latest information Palghar is now formed and so there is one additional district. So, there can be a specific study of hospitality industry district wise. The research can also be extended as per the categories of hotels i.e., Star hotels, Cottages and Resorts, Bed and Breakfast, Dharmshala, Guest Houses etc. Any one of the categories mentioned above can be selected for depth analysis. This research can also be extended by considering specific services like tourism infrastructure services in Konkan region. Human Resource Management of Hospitality Industry in Konkan region can also be studied.

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